

# June Social Bible

Mock Up Social Media Strategist Position for SET Active  
Applicant: Gabriela S.

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# Grid

6/1 (1 Post)  
*Girls Just  
Wanna Have  
Fun* Promo

6/2 (2 Posts)  
*Girls Just  
Wanna Have  
Fun* Promo

6/3 (1 Post)  
*Summer  
Mood Board*

6/4 (1 Post)  
2 Colors Promo  
for Summer:  
*Blanc &  
Heartthrob*

6/5 (1 Post)  
Styling SET  
IG Reel

6/6 (1 Post)  
“Coming  
Soon” Teaser  
Promo

6/7 (1 Post)  
Color Highlight of  
the Day  
(CHOTD): *Blue  
Lagoon*

6/8 (1 Post)  
*Onyx &  
Oxford*  
spotlight

6/9 (1 Post)  
*Sportbody*  
Tennis Skirt Fit  
Spotlight in  
Colors *Onyx &  
Oxford*

6/10 (1 Post)  
*SET Sleep*  
Tease - S.S  
Color Spotlight  
on *Spring*

6/11 (1  
Post)  
*SET Sleep*  
Promo

6/12 (1 Post)  
*SET Sleep*  
Promo - New  
Color Spotlight  
on *Matcha*

6/13 (2 Posts)  
*SET Sleep Drop*  
Day + Color  
Swatches  
(Pantone vibe)

6/14 (1 Post)  
*Sculptflex*  
Color  
Spotlight -  
*Espresso*

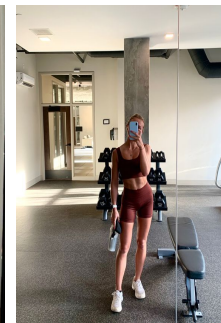
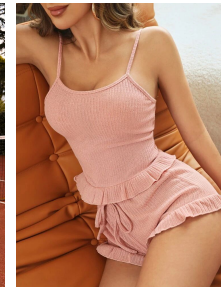
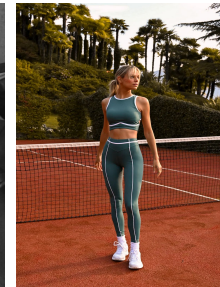
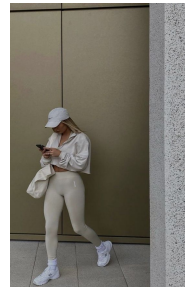
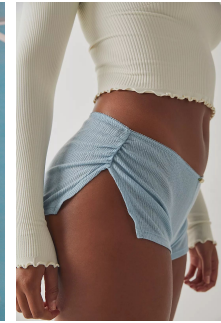
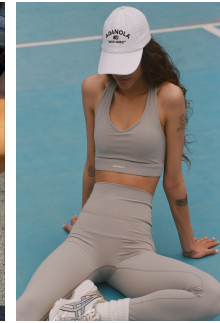
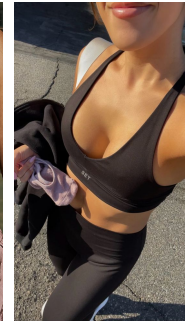
6/15 (1 Post)  
*SET Sleep*  
Promo - Color  
Spotlights on  
*Matcha & Fling*

## Gabriela's SET IG Grid Ideas

6/16 (1 Post)  
Recurring  
Theme: Full  
SET Fit  
Fridays

6/17 (1 Post)  
*SET GRWM*  
IG Reel  
(Customer OR  
Community  
Member

6/18 (1 Post)  
*SET Sleep*  
Collection -  
Sunday  
Scaries  
Edition



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6/2 (2 Posts)  
Girls Just  
Wanna Have  
Fun Promo

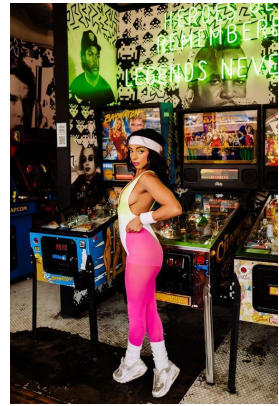
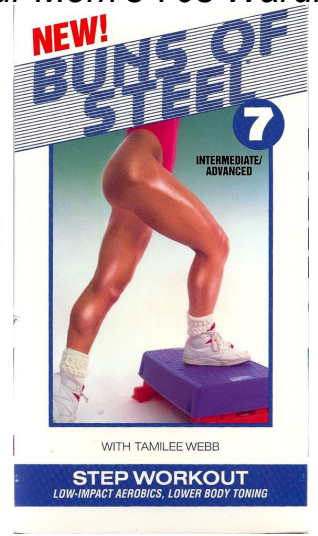
# 6/2 - G.J.W.H.F. Promo

**Specs:** iPhone Instagram Photo Grid (1 POST, 2 PHOTOS)

**Brief:** 70's inspired collection. Article POV is set in 70s

**Product:** Directing focus towards layering and color palette

**Article:** "Elevating Your Mom's 70s Wardrobe in the 2020s"



LC Notes:

# 6/3 - Summer Mood Board

**Specs:** iPhone Instagram Photo - Collage format

**Brief:** Setting the tone for summer weather, magic, energy, and intention

**Product:** Utilizing SET pieces to promote the “that girl” energy for bettering oneself during the summer. From the June Gloom in LA to the scorching heat elsewhere, SET follows everywhere

**Article:** *“June Gloom or Humid Heat? SET’s got you covered babe.”*



LC Notes:

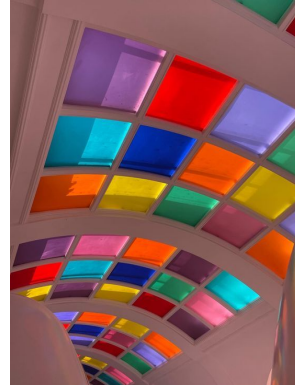
# 6/4 - 2 Colors Spotlight Promo for Summer: *Blanc & Heartthrob*

**Specs:** iPhone 2 Photo Dump (1 POST, 2 PHOTOS)

**Brief:** Like SET is best known for; romanticizing their color palette for consumers. Especially light and bold tones for the summer vibes.

**Product:** *Blanc* spotlight will provide customer with a neutral tone for the warm (and gloomy) summer nights out and about OR a night in with wine. On the other hand, *Heartthrob* brings the loudness, main character energy, and radiance for summer workout classes to nighttime bonfires.

**Article:** “From a *Blanc* canvas to a radiant splash of *Heartthrob*, your summer color palette is here mon chéri.”



LC Notes:

# 6/5 - Styling SET IG Reel

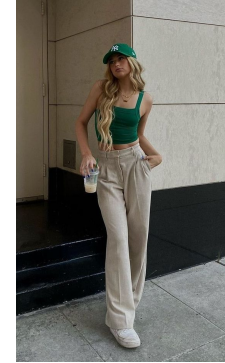
**Specs:** iPhone Instagram Reel (60 Seconds)

**Brief:** SET is meant for everyday wear outside to be *set* for the day. Thus, crucial to emphasize to customers to encourage them to buy from a bit of each drop (recent to older) and the versatility of every piece

**Product:** Collections for this post include

- Top: *Luxform* Cross Strap Bra in Color *Blanc*
  - Collection: *Girls Just Wanna Have Fun* - 80s Inspired
- Bottom: SET Trousers in Color *Ink*
  - Collection: *SET Business Collection*
- Accessories:
  - Purse: *Telfar* small bag in beige
  - Sunglasses: Round eye
  - Jacket: Leather jacket

**Article:** “Versatility? More like VersaSLAY”



LC Notes:



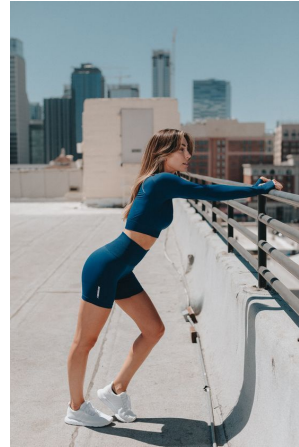
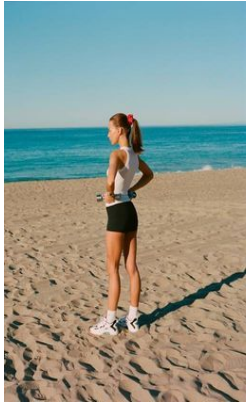
## 6/6 - “Coming Soon” Teaser Promo

**Specs:** iPhone Photo Dump (1 POST, 4 PHOTOS)

**Brief:** Drop, drop, drop!! SET is famously known for drop collections to keep suspense and uniqueness.

**Product:** Styling new pieces utilizing photoshoots via studios AND LA locations. LA locations such DTLA, West Hollywood, and everyday errand focused locations.

**Article:** *“If you say ‘drop, drop, drop’ 3 times in the mirror, your new SET will appear! Coming sooner than you think.”*



LC Notes:



# 6/7 - Color Spotlight of the Day (CSOTD): *Blue Lagoon*

**Specs:** iPhone Instagram Photo Grid (1 POST, 1 PHOTO)

**Brief:** *Color Spotlight of the Day* is to hyperfocus on one of SET's many gorgeous colors and seeing it in various stylistic choices (dressing up or down). *Blue Lagoon* is a perfect shade for summer so to bring attention back for customers will be perfect timing

**Product:** *Blue Lagoon* under a sunlit photoshoot and warm lighting

**Article:** “[Spongebob narrator voice] Ah, *Blue Lagoon*. Available now for your summer festivities.”

LC Notes:



## 6/8 - C.S.O.T.D.: *Onyx & Oxford*

**Specs:** iPhone Instagram Photo Set (1 POST, 2 PHOTOS)

**Brief:** *C.S.O.T.D.* shining light on *Onyx & Oxford* in all 3 fabrics.

**Product:** *Onyx & Oxford* on the go and everyday wear. True meaning of SET's mission

**Article:** "As this June Gloom Looms, stay cool in the classics: *Onyx and Oxford* this weekend."



LC Notes:

# 6/9 - Sportbody Tennis Skirt Spotlight on Onyx & Oxford

**Specs:** iPhone Instagram Grid Post (1 POST, 1 PHOTO) - Collage Overlay

**Brief:** C.S.O.T.D. shining light on *Onyx & Oxford* in *Luxform*

**Product:** *Onyx & Oxford* on the go and everyday wear. True meaning of SET's mission

**Article:** "The Uproar Demand of the Tennis Skirt"



LC Notes:

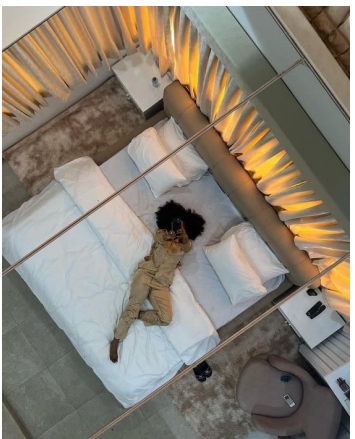
# 6/10 - SET Sleep Tease → SET Sleep Color Spotlight on Spring

**Specs:** iPhone Instagram Grid Post (1 POST, 1 PHOTO) - Collage Overlay

**Brief:** C.S.O.T.D. shining light on *Spring* through

**Product:** The spring season is all about the occasional gloom and the sunny days ahead. is the highlight. Shining light on the versatility of the spring season utilizing the literal color *Spring* - lavender's IT girl.

**Article:** "Lavender will be your staple color this Spring"



LC Notes:



# 6/11 - SET Sleep Promo

6/11 (1  
Post)  
SET Sleep  
Promo



**Specs:** iPhone Instagram Grid Post (1 POST, 1 PHOTO)

**Brief:** Styling *SET Sleep* from daytime to nightlife

**Product:** *Fling*, *Matcha*, and *Onyx* styling outfits

- **FLING:**
  - Top: *Set Sleep Cami*
  - Bottoms: Leather flared pants
  - Nightlife addition: Button down OR *SET Lounge Button Down* in Color *Onyx*
  - Shoes: Heeled booties
- **MATCHA:**
  - Top: *Set Sleep Cami BRALETTE*
  - Bottoms: Ultra high waisted distressed jeans in washed blue
  - Daytime addition: Linen button down
  - Nightlife addition: Beige OR Black strappy mules
- **ONYX:**
  - Top: *Set Sleep BF Oversized Henley*
  - Bottoms: Straight jeans (Tucked in messily)
  - Nightlife addition: Leather jacket
  - Shoes: White sneakers



LC Notes:

**Article:** "Why It's Best to Be Ready for you 5-9 After Your 9-5"

6/12 (1 Post)  
SET Sleep  
Promo - New  
Color Spotlight  
on Matcha

# 6/12 - SET Sleep Promo → New Color Spotlight *Matcha*

**Specs:** iPhone Instagram Grid Post (1 POST, 1 PHOTO)

**Brief:** C.S.O.T.D. shining light on *Matcha*

**Product:** All SET Sleep in Color *Matcha* while sipping an iced matcha latte

**Article:** “Why We’re All Switching to Iced Matcha Lattes These Days”



LC Notes:

# 6/13 - *SET Sleep Drop Day!* + Color Swatches

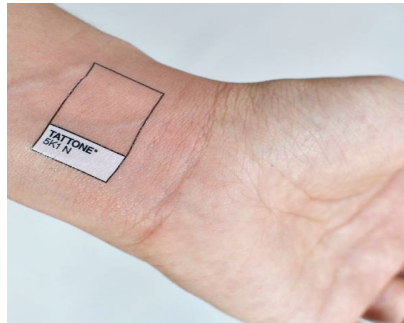
**Specs:** iPhone Instagram Dump Grid Post (1 POST, 3 PHOTOS)

**Brief:** *C.S.O.T.D.* shining light on all 3 Colors utilizing Pantone swatches but the shade is captured shows the person wearing the colors.

**Product:** SET Employees will have photos taken IN *SET Sleep* colors. The Pantone shades will be cropped in the middle of said item worn and show the rest of the photo.

**Article:** “*Why Sleepwear Isn’t Just All About Oversized Band T-Shirts Anymore*”

LC Notes:



6/14 (1 Post)  
Sculptflex  
Color  
Spotlight -  
Espresso

# 6/14 - Sculptflex C.S.O.T.D. → Espresso

**Specs:** iPhone Instagram Grid Post (1 POST, 1 PHOTO)

**Brief:** C.S.O.T.D. shining light on Espresso

**Product:** Low exposure photo of *Alfreds In The Alley* iced coffee while Espresso worn

**Article:** “A shot of Espresso a day keeps the doctor away!”



LC Notes:



# 6/15 - SET Sleep C.S.O.T.D → Matcha & Fling

**Specs:** iPhone Instagram Grid Post (1 POST, 2 PHOTOS)

**Brief:** C.S.O.T.D. shining light on *Matcha* and *Fling*

**Product:** SET Sleep color palette highlights on *Matcha* and *Fling* utilizing polaroid shots scattered on floor

**Article:** “Ditch that summer Fling and have a Matcha date with the girls”



LC Notes:

# 6/16 - GABRIELA'S SET IG GRID CONCEPT // Full SET Fit Fridays

**Specs:** iPhone Instagram Reel (1 POST, 1 IG Reel/TikTok)

**Brief:** Weekly Full SET Friday Fits from a Community member

- SET does several styling outfits on SET Employees. Perhaps time to expand on Community members

**Product:** SET Community Member OR SET Employee styles recent drops AND styles with older drops/colors

**Article:** *“To quote Sharpay Evans: ‘Out with the old, in with the new!’”*

6/16 (1 Post)  
Recurring  
Theme: Full  
SET Fit  
Fridays



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# 6/18 - GABRIELA'S SET IG GRID CONCEPT → *SET Sleep* Collection: Sunday Scaries Edition

**Specs:** iPhone Instagram Grid Post (1 POST, 2 PHOTOS)

**Brief:** *SET Sleep* Sunday Scaries

**Product:** *SET Sleep* lazy day styling

**Article:** “*Combat Sunday Scaries with On-a-Cloud Sleepwear*”



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LC Notes:

6/18 (1 Post)  
*SET Sleep*  
Collection -  
Sunday  
Scaries  
Edition

## Miro Examples from Gabriela S. Slide 1/3

# My Examples of Social Media Strategizing

Utilizing software:  
ClickUp and Miro







# My Examples of Social Media Strategizing (cont.)

Utilizing software: ClickUp and Miro

