



# MELAVIVE

SOCIAL MEDIA CALENDAR

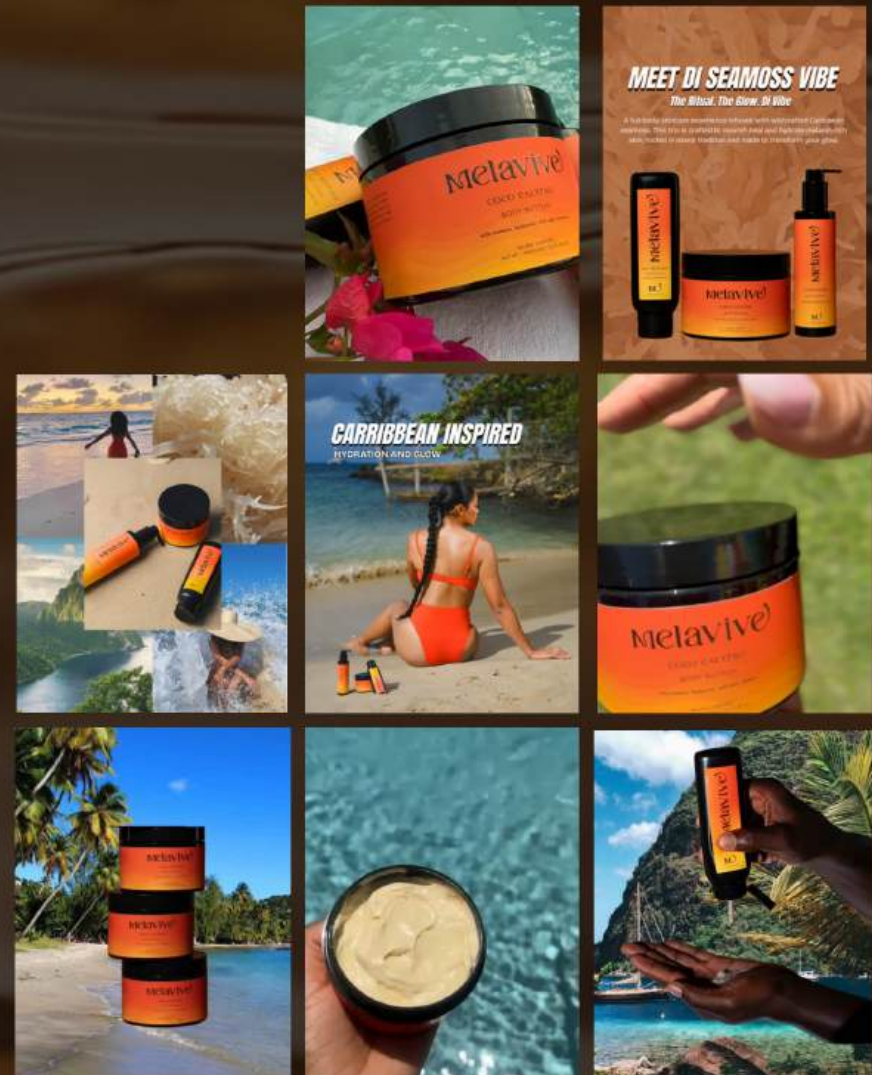
SYLA

## Final Feed

The second feed build out reflects the brand's dedication to hydration, featuring a strong visual focus on water-based content.

Consistency, custom visuals, and an emphasis on reels are key drivers of conversion. The current feed effectively establishes a consistent presence using provided assets and some UGC.

To maximize performance and fully activate the brand's potential, continued investment in content production is recommended.





**Date:**

July 9, 2025

**Post Title:**

Squeeze St.Lucia

**Description:**

Motion graphic of product squeezed into hand, with moving photos of st. lucia in the background

**Caption:**

Born in St. Lucia and made to glow, this formula delivers island born hydration with every squeeze. Powered by Seamoss, Aloe and tropical actives, it is skincare rooted in culture and crafted for melanin rich skin.

**Publishing Details:**

Publish as a reel, with original sound trending music

**Date:**

July 11, 2025

**Post Title:**

Hydration

**Description:**

UGC style video of body buttuh over clear water

**Caption:**

Deep hydration inspired by the Caribbean. Coco Calypso is whipped rich with Seamoss, Hyaluronic Acid and Vitamin E to nourish dry skin and lock in lasting moisture. Soft, supple, and never ashy

**Publishing Details:**

Publish as a reel, with original sound trending music



**Date:**

July 14, 2025

**Post Title:**

X

**Description:**

Motion graphic of body buttuh stack with an image of st. lucia in the back

**Caption:**

Stacked with hydration, inspired by St. Lucia. Coco Calypso Body Buttuh is whipped rich with Seamoss, Vitamin E and Hyaluronic Acid to leave your skin soft, smooth and fully nourished.

Crafted for melated skin, rooted in island care.  
#CocoCalypso #IslandHydration #MelaviveSkin  
#CaribbeanBeauty

**Publishing Details:**

**Date:**

July 16, 2025

**Post Title:**

X

**Description:**

UGC video of opening body buttuh jar with a lush grass background

**Caption:**

Crack the lid, cue the hydration. Coco Calypso Body Buttuh is rich, whipped and powered by Seamoss and tropical botanicals to nourish skin with every scoop. Hydration starts here.

**Publishing Details:**



**Date:**

July 18, 2025

**Post Title:**

X

**Description:**

Magazine style graphic featuring founder and products in view

**Caption:**

Caribbean inspired, founder formulated. Powered by Seamoss and tropical botanicals, this routine was made to nourish, hydrate and protect melanin rich skin. Born on island time. Built to last all day.  
#MelaviveGlow #IslandBornBeauty  
#FounderFormulated #CaribbeanSkincare

**Publishing Details:**

X

**Date:**

July 22, 2025

**Post Title:**

X

**Description:**

Collage of the trio with images from the pinterest board

**Caption:**

A love letter to melanated skin, written in Seamoss, hydration and care.

This bodycare line was made to cleanse, nourish and restore—because your skin deserves products that truly care.

Start with the polish, seal it with the buttuh, and let the ritual do the rest.

**Publishing Details:**





**Date:**

July 24, 2025

**Post Title:**

X

**Description:**

Carousel of Meet Di Seamoss Vibe

**Caption:**

A love letter to melanated skin, written in Seamoss, hydration and care.

This bodycare line was made to cleanse, nourish and restore because your skin deserves products that truly care.

Start with the polish, seal it with the buttuh, and let the ritual do the rest.

**Publishing Details:**

CAROUSEL



**Date:**

July 29, 2025

**Post Title:**

X

**Description:**

UGC style video of trio by the pool, to be paired with trending music

**Caption:**

Poolside or Oceanside, but make it skin care. The full trio is packed with Seamoss, Aloe and tropical hydration to keep your skin soft and nourished no matter the heat.

This is island care in every drop.

**Publishing Details:**



**thank you**

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**SYLA**