



Social Media Channels  
Guidelines

May 2024

## Project Scope



### FACEBOOK



SABON Facebook pages represent the face of SABON community in the social media world. Every post, comment, and interaction contributes to how Sabon perceived. It's the place to where we want to interact with our followers and costumers though DMs an where they can find useful information

### INSTAGRAM



SABON Instagram feed represent a portal that invites users and followers to enter the world of our brand and post by post, highlight by highlights discover the story of the brand. This is where we showcase the essence of our brand visually. Upload your posts that resonate with SABON's identity and create a vibrant and authentic community.

### TIKTOK



TikTok is where SABON's brand creativity shines. Each video reflects who SABON is. It's the perfect platform to educate and entertain our followers. Creating and maintain content that's accurate, entertaining, this channel is where we can explore new trends and visual angles



# Project Scope



## CONSISTENT BRANDING ACROSS PAGES

- Maintain consistent branding (logos, colors, messaging) across your social platforms.
- Use templates for profile and cover (Facebook) photos to ensure uniformity.

## ACCURATE BUSINESS INFORMATION

- Keep business information (address, contact details, hours, website URLs) accurate on your local page.
- Regularly review and update this information as needed to reflect any changes.

## CLEAR OBJECTIVES

Clarify goals and objectives of the Facebook and Instagram pages, which involve increasing brand awareness, driving website traffic, or generating leads.



# FACEBOOK



# Facebook Guidelines



**Cover Banner**  
**Generic / LE**

**Logo**



**Page Mockup**  
Page Mpckup Services

**Phone Number**

## About

“Welcome to SABON, where every moment is an invitation to experience wonder and cherish the present. Since 1997, we've crafted magical moments inspired by the enchanting Dead Sea. From our signature Body Scrub to unique scent pairings, to our beloved gifting each product offers a sensory journey.”

**Address**  
**Phone number (that works)**  
**Email for contact**  
**Link to Social media platforms**  
**Opening Hours**

**Link to E-commerce**

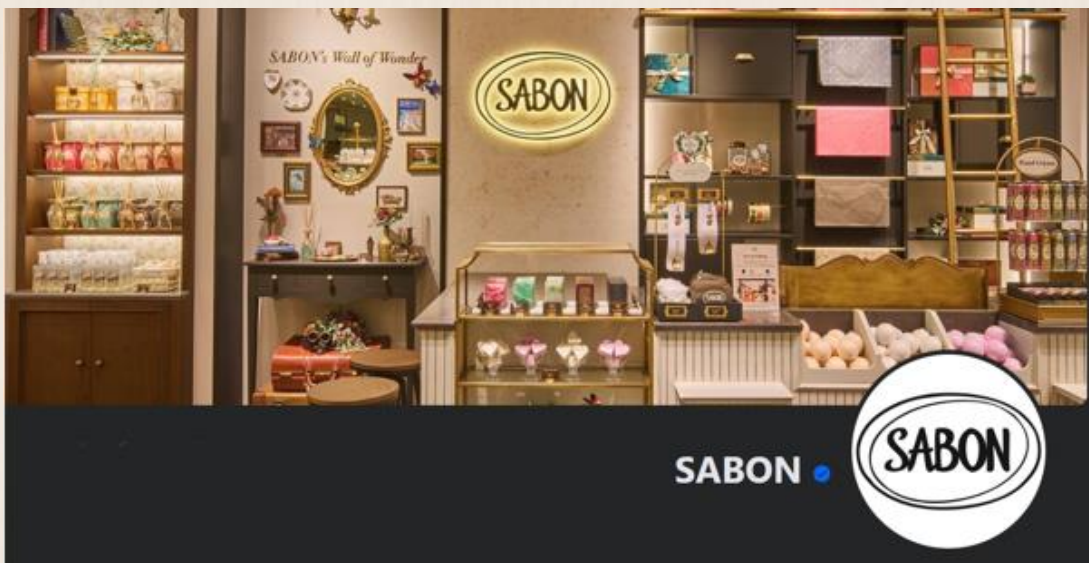
The mockup shows a Facebook page for 'Page Mockup Services'. The navigation bar includes Home, About, Photos, Instagram, and More. The 'About' section displays statistics: 159,784,623 likes, 159,781,544 followers, and 45,264 check-ins. It also lists the website URL, a 'Send Message' button, and a 'Website' link. Below the 'About' section is a 'Photos' section with a grid of placeholder images and a 'See all' link. A post is visible with a 'Create Post' button, options for 'Photo/Video', 'Check in', and 'Tag Friends', and a text area containing placeholder text. The post has 1K reactions, 152 comments, and 200 shares. At the bottom, there are buttons for 'Like', 'Comment', and 'Share', along with a 'View comments' section and a 'Write a comment...' input field.



# Facebook Banner

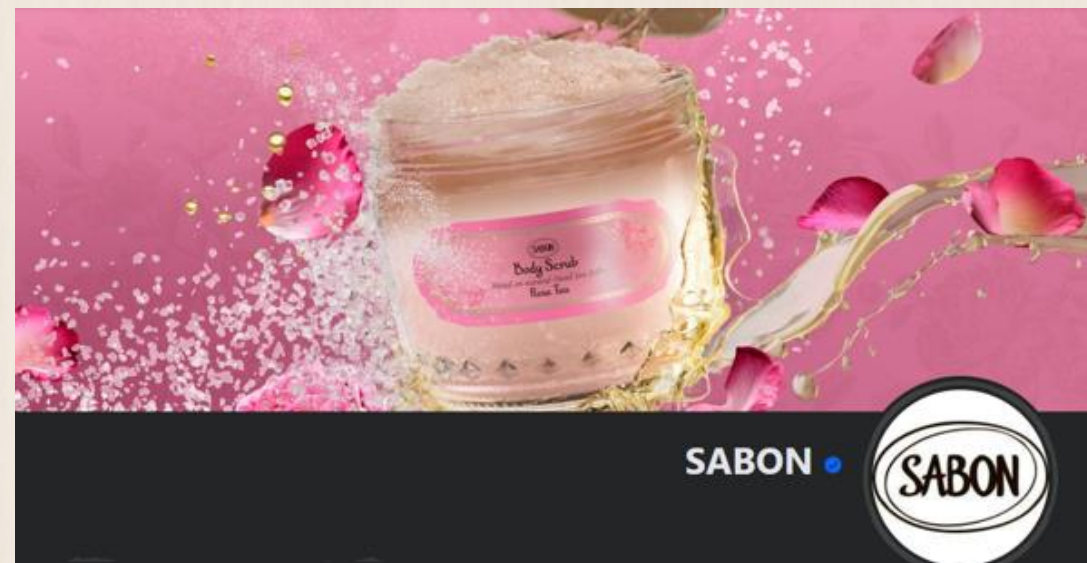


## GENERIC BANNER



If you're interested in using a generic banner, please select one that aligns with the brand.

## LIMITED EDITION



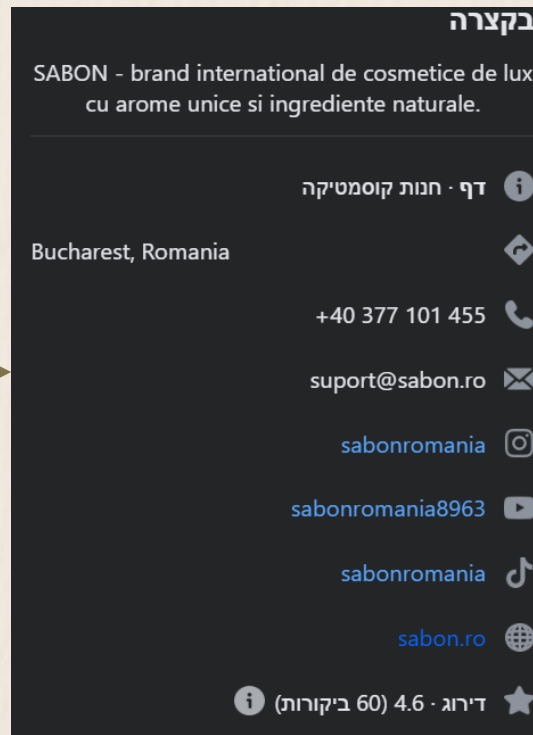
If you're using a campaign banner, please ensure to update the main banner every two months, corresponding to the duration of the campaign.



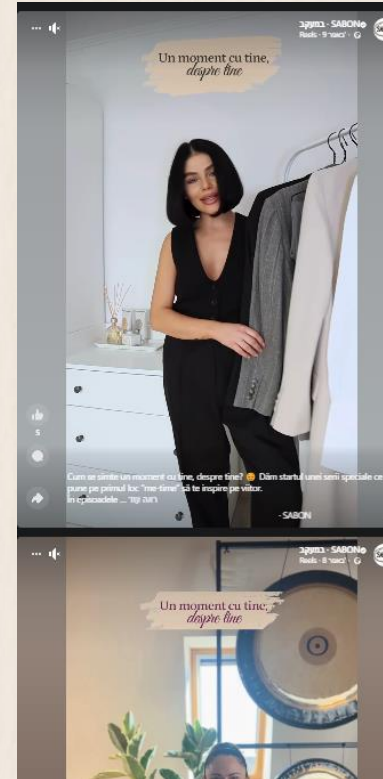
- ✓ Logo not blurry
- ✓ Generic banner or align with limited edition campaigns



- ✓ About
- ✓ Address
- ✓ Phone number (that works)
- ✓ Email for contact
- ✓ Link to E-com
- ✓ Link to Social media platforms



- ✓ The page is frequently updated



# INSTAGRAM



# Instagram Guidelines



Logo



**Profile Businesses:** Health / Beauty

**Bio**

“Beauty Moments Infused with Nature”

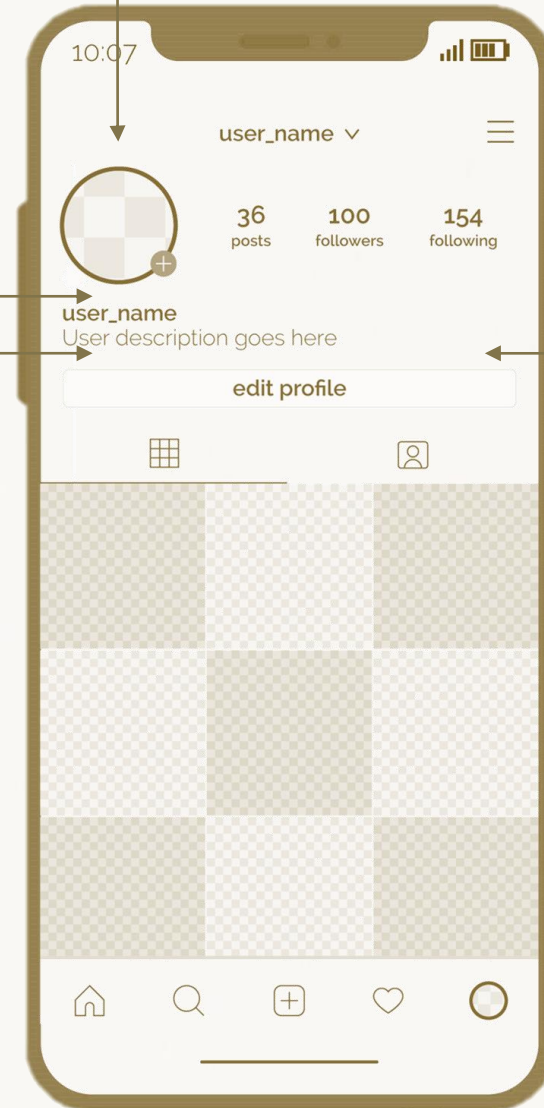
**Max 2 # Hashtags**

#sabonmoments

#sabon

**Keywords and Emojis**

**Link to E-commerce**

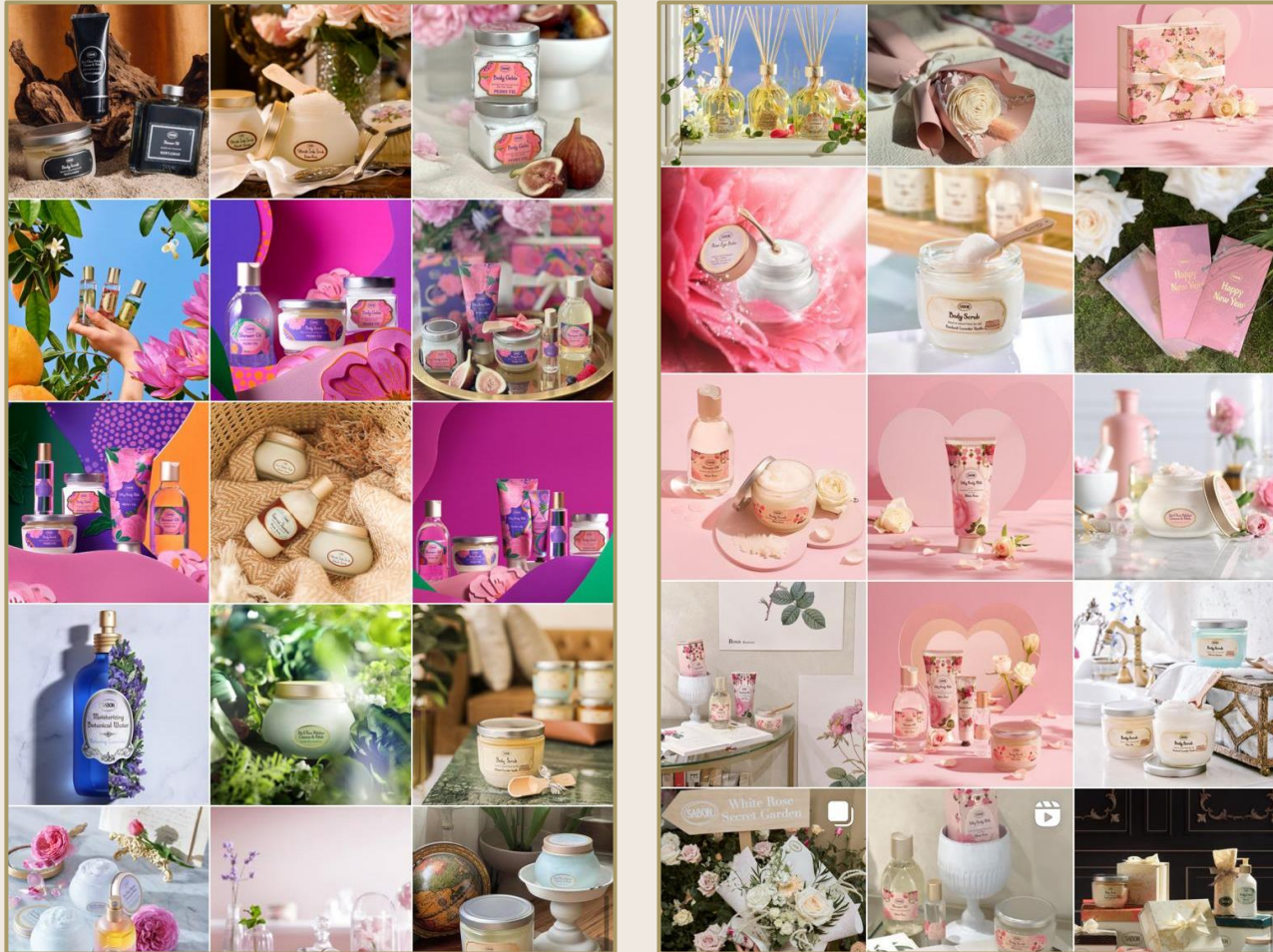


**Phone Number**



# Instagram Guidelines

## BEST PRACTICE EXAMPLE



@sabontaiwan

When posting a campaign, it's important to reference the campaign itself, but it's also crucial to upload content that remains relevant and appropriate throughout the campaign period. The Instagram page serves as the business card, narrating the story of SABON. We recommend to post at least 3 images/videos of the same campaign one of the other to give continuity

- ✓ Consistent Theme
- ✓ High-Quality Imagery
- ✓ Variety
- ✓ Consistent Posting Schedule
- ✓ Balance Promotional and Non-Promotional Content
- ✓ Brand Identity
- ✓ User-Generated Content
- ✓ Pinned best videos, per campaign or videos with the best engagements.

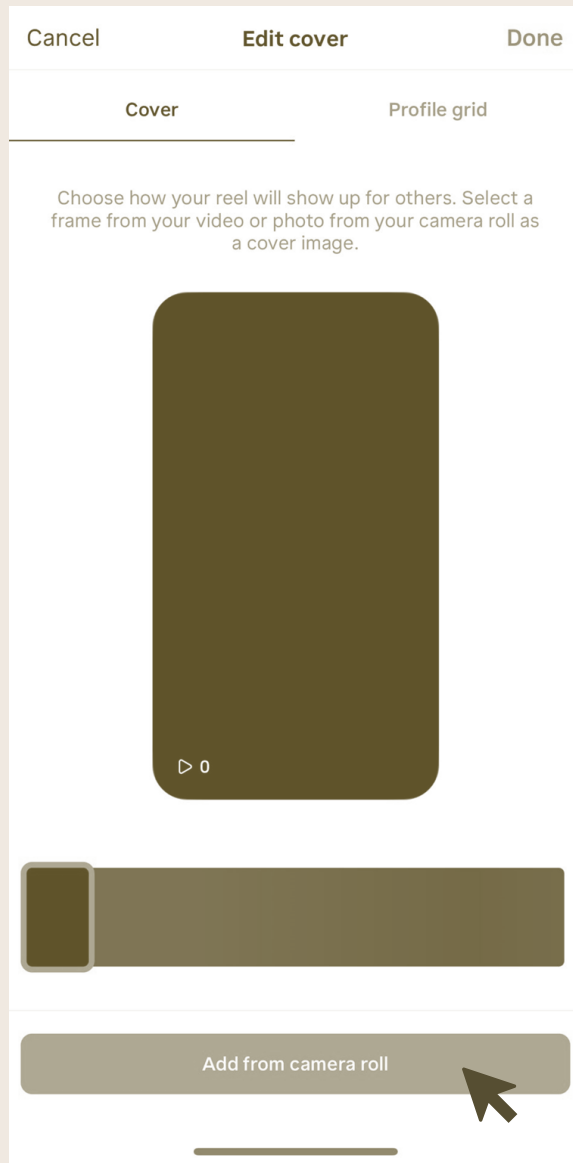
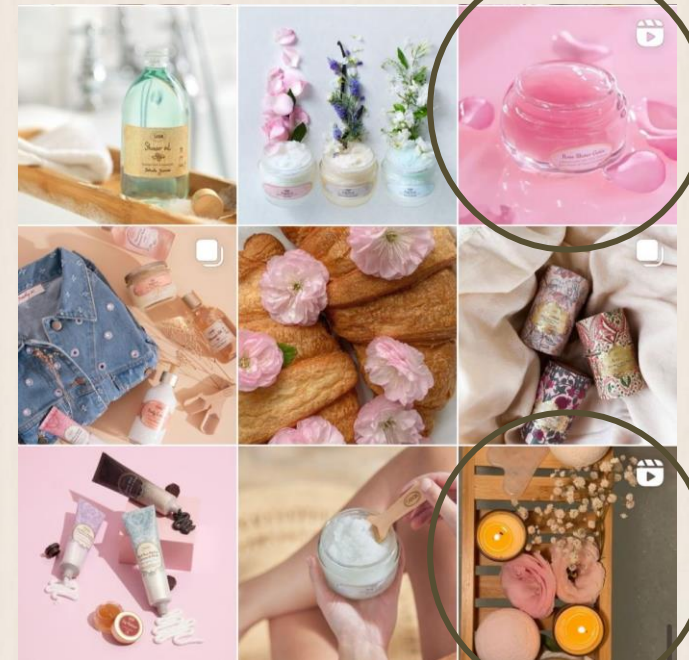


# Instagram Guidelines



To create a seamless feed grid make sure to select a cohesive cover that will match the aesthetics of your posting plan. When you upload a video, you'll find an option during editing to select the cover image and decide how it will appear in the feed. Make sure to choose the most suitable and eye catchy image for that video.

For Example:



TIKTOK



# TikTok Guidelines



Logo



Username: Per Country

Bio:

“Beauty Moments Infused with Nature”

Keywords and Emojis

Link to E-commerce /  
Mini site with link to E-commerce

Link to Instagram

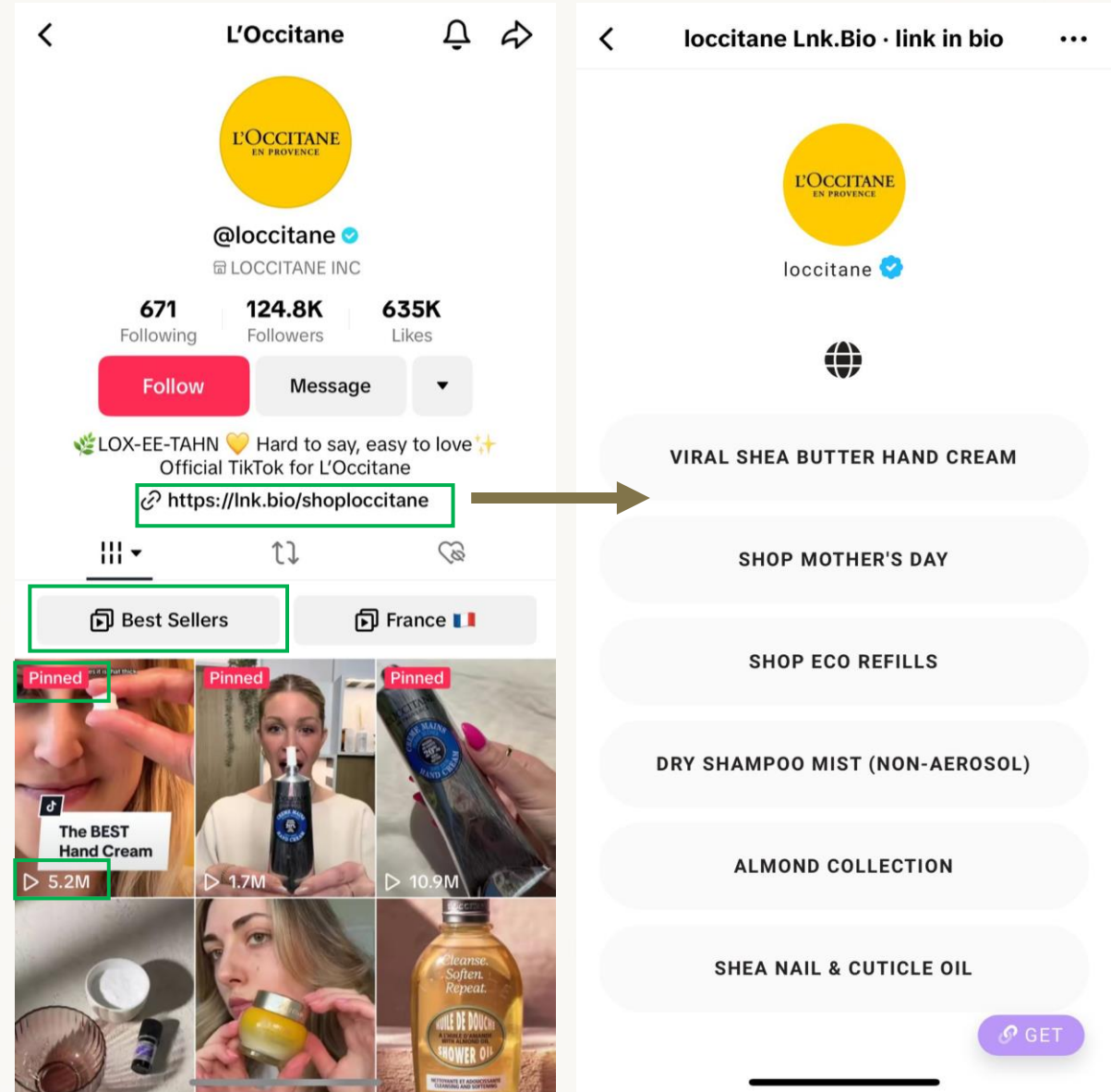


# TikTok Best Practices



## Important to have:

- ✓ Category by best sellers / Face Care / Soft Exfoliation etc.
- ✓ Link to mini site that leads the user to PDP/PLP page.
- ✓ Pinned best videos, per campaign or videos with the best engagement.



# Connecting Instagram to your TikTok Account



Following is the method explained for how to add Instagram on TikTok.

1. Login to your TikTok account and open your profile from the lower right corner.
2. Then click on the Edit Profile option.
3. Click the “Add Instagram to Your Profile” button under your Bio.
4. It will open the Instagram sign-in page. Add your login details, and you are done.

**These four steps allow you to link your Instagram account to the TikTok account.**



**SABON**