

My New Year's Resolution (Instagram)

Campaign Copy

It's that time of year where we make resolutions we don't keep....But this year will be different!

Share a photo showcasing what your New Year's Resolutions are for 2015. Whether it's reading a book a week, eating healthier to spending more time with friends and family or volunteering at a local animal shelter we want you to have fun and be creative!

- Please submit your photo for review by Monday, December 29th
- You will receive an approval message of your photo on Tuesday, December 30th
- You will post your photo to Instagram on Wednesday, December 31st

Caption Requirements:

- Use (insert hashtag)
- Mention (insert brand handle)
- Identify one thing on your New Year's Resolution list that is for social good and ask

Caption Samples:

Since it's New Year's Eve I thought I'd share what my resolutions are for 2015 so you all can keep me in check!

- 1) Write in my diary at least once a week.
- 2) Spend more time with my friends and family
- 3) Help teens in need by supporting (insert charity name) (insert @ brand handle)

What are you doing this year to make tomorrow better for others? (insert hashtag)

My Worst Valentine (Twitter)

Campaign Copy

Valentine's Day is coming up and whether you've found your true love, are still searching for your soul mate or just loving the one you're with, we want to hear all your worst Valentine's Day experience.

Submit a video telling everyone about your worst, or most embarrassing Valentine's Day moment.

- Please submit your video for review by Monday, February 12th
- You will receive an approval message with a tracking link for your video on Tuesday, February 13th
- Using your tracking link you will post your video on Twitter on Wednesday, February 14th

Tweet Requirements:

- Use (event hashtag)
- Tweet must use tracking link provided

Tweet Samples:

- If you're alone on Valentine's Day, don't feel bad. This could've been you (insert link) (insert hashtag)
- Happy Valentine's Day! Love makes you do some pretty funny things, am I right? (insert link) (insert hashtag)