



social media

SOCIAL ACTIVATION FOR BRAND PARTNERS

SOCIAL MEDIA HANDLES

SOCIAL TAGS

LINKEDIN

<https://www.linkedin.com/company/bioslighting/>

#BIOSIlluminated

#BIOSSkyBlue

#NaturallyBrilliant (Optional)

INSTAGRAM

<https://instagram.com/BIOSHuman/>

FACEBOOK

<https://www.facebook.com/BIOSHuman>

TWITTER

<https://twitter.com/BIOSLIGHTINGLED>

PINTEREST

<https://www.pinterest.com/bioslighting/>

SOCIAL MEDIA | PARTNERSHIP ANNOUNCEMENT VIDEO

Video will be recorded by Partner. BIOS will add cover treatments and share with Partner for approval before posting.

Videos should only be ~1 minute in length.

VIDEO TALKING POINTS

- Introduce yourself + company
- Summary of company and offerings
- Explain why you (on behalf of your company) partnered with BIOS and note the shared values that brought you together
- Quick note on what you (on behalf of your company) look forward to as a BIOS Illuminated partner

SUGGESTED IG/FB/LI COPY

<Company> is proud to be a @BIOSHuman #BIOSIlluminated Partner. @<Speaker>, <Title at Company>, shares a message about how we will work with BIOS to deliver true circadian lighting solutions. Learn more about BIOS at <https://bioslighting.com/>

SUGGESTED TW COPY

<Company> is proud to be a @BIOSHuman #BIOSIlluminated Partner. Learn more about BIOS at <https://bioslighting.com/>

SOCIAL MEDIA

LINKEDIN

Share the partner connection to BIOS and why the relationship is important to your business.

BEST PRACTICES

- Best time to post: T-F from 8am-2pm (activity picks up on Tuesday)
- Include #BIOSIlluminated in all posts

CONTENT SHOULD BE SHARED IN DIFFERENT WAYS

- Share the content that BIOS posts on their LinkedIn page on your company's page.
- Leverage an asset from our campaign or design a co-branded asset based on our brand guidelines with suggested copy and tag @bioslighting
- When sharing BIOS content, share your own perspectives in the caption space. For example, when reposting a BIOS Biological Lighting Institute article, mention how you think this topic can have an impact on your industry.

SOCIAL MEDIA

FACEBOOK

Share your connection to the BIOS brand with the company's followers and educate them as to why BIOS has been your choice.

BEST PRACTICES

- Best time to post: M-F from 9am-3pm (mid-week is the best time; if possible, post on Wednesday)
- Include #BIOSIlluminated in all posts

CONTENT SHOULD BE SHARED IN DIFFERENT WAYS

- Share the content that BIOS posts on their Facebook page on your company's page.
- Leverage an asset from our campaign or design a co-branded asset based on our brand guidelines with suggested copy and tag @BIOSHuman
- For example, share an infographic with facts about how lighting affects productivity (human) or plant health and yield (horticulture) to visualize the product benefits. Point to the BIOS Biological Lighting Institute as the source.

SOCIAL MEDIA

INSTAGRAM

Share the aesthetic element of BIOS solutions and your company's connection to the BIOS brand.

BEST PRACTICES

- Best time to post: T-F 10am-3pm (the evening can also work but avoid the weekends)
- Include #BIOSIlluminated in all posts

CONTENT SHOULD BE SHARED IN DIFFERENT WAYS

- Share the content that BIOS posts on their Instagram page to your company's story and link to the original post on the BIOS handles (@bioshuman)
- Leverage an asset from our campaign or design a co-branded asset based on our brand guidelines with suggested copy and tag one of our handles. Post to your timeline and tag BIOS.
- Instagram is a visual platform, so use photography! For example, capture high-quality photographs of your products placed in relevant situations, like in an office or home (human) or a grow facility or vertical farm (horticulture) to place in the timeline.
 - At an event, use Stories to have your friendly team at the booth say "hi" to attendees, using the relevant event hashtag for findability.

SOCIAL MEDIA

TWITTER

Share any events you are partnering with BIOS on or events where you will have a BIOS product present at.

BEST PRACTICES

- Best time to post: M-F 8am-4pm (try to post in the morning)
- Include #BIOSIlluminated in all posts

CONTENT SHOULD BE SHARED IN DIFFERENT WAYS

- Retweet content from the BIOS Twitter account relevant to your brand, such as upcoming events (or event recaps) that you participated in.
- Leverage an asset from our campaign with suggested copy and tag @BIOSLIGHTINGLED
- Similarly to LinkedIn, use the platform to tweet own perspectives when reposting BIOS content.
- When at events, be sure to promote your presence and build your network by inviting people to your booth and sparking conversations on Twitter.