

HUMAN LIVING

by The Human Company

- CONTENT | SOCIAL STRATEGY -



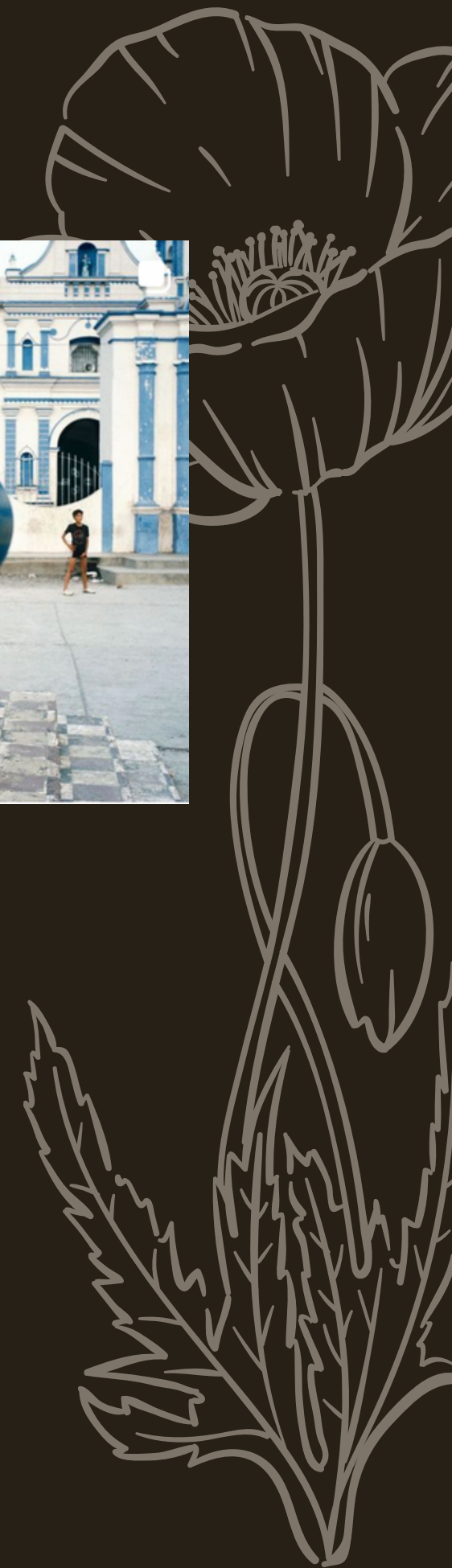
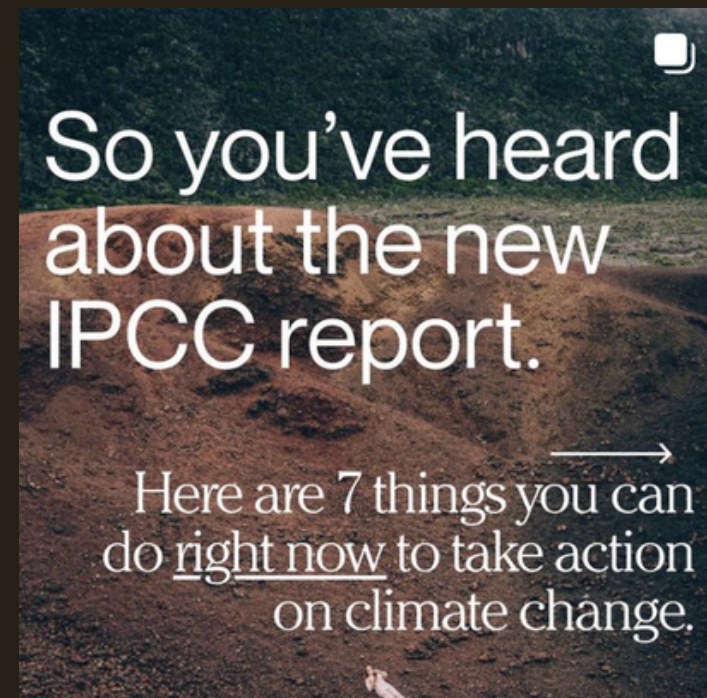
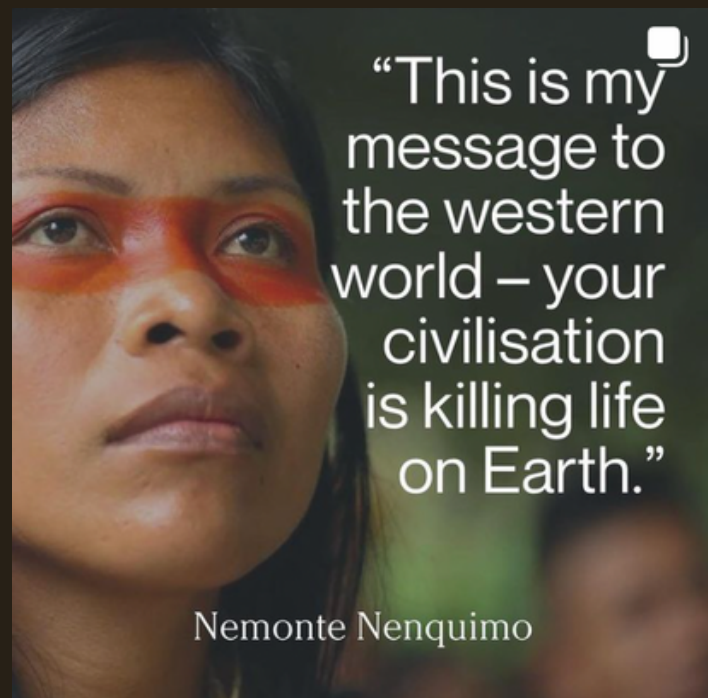
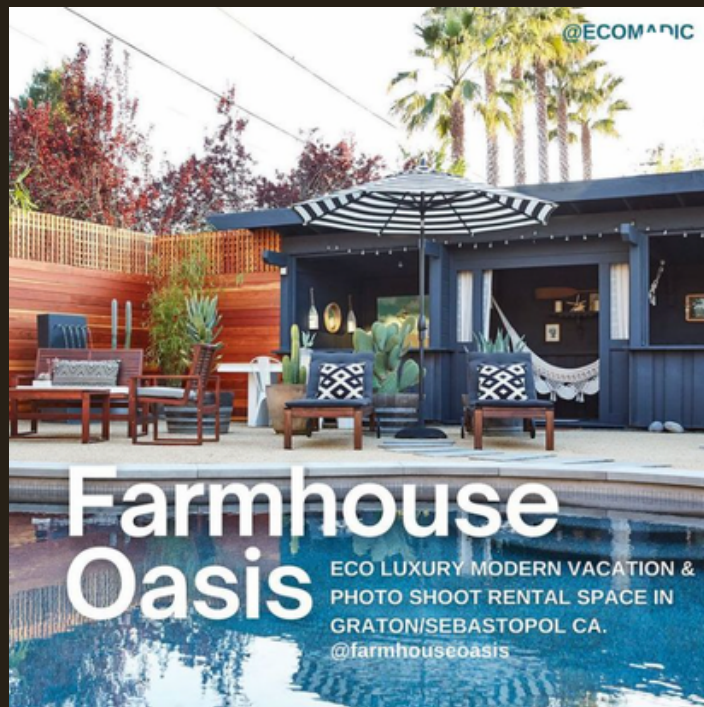
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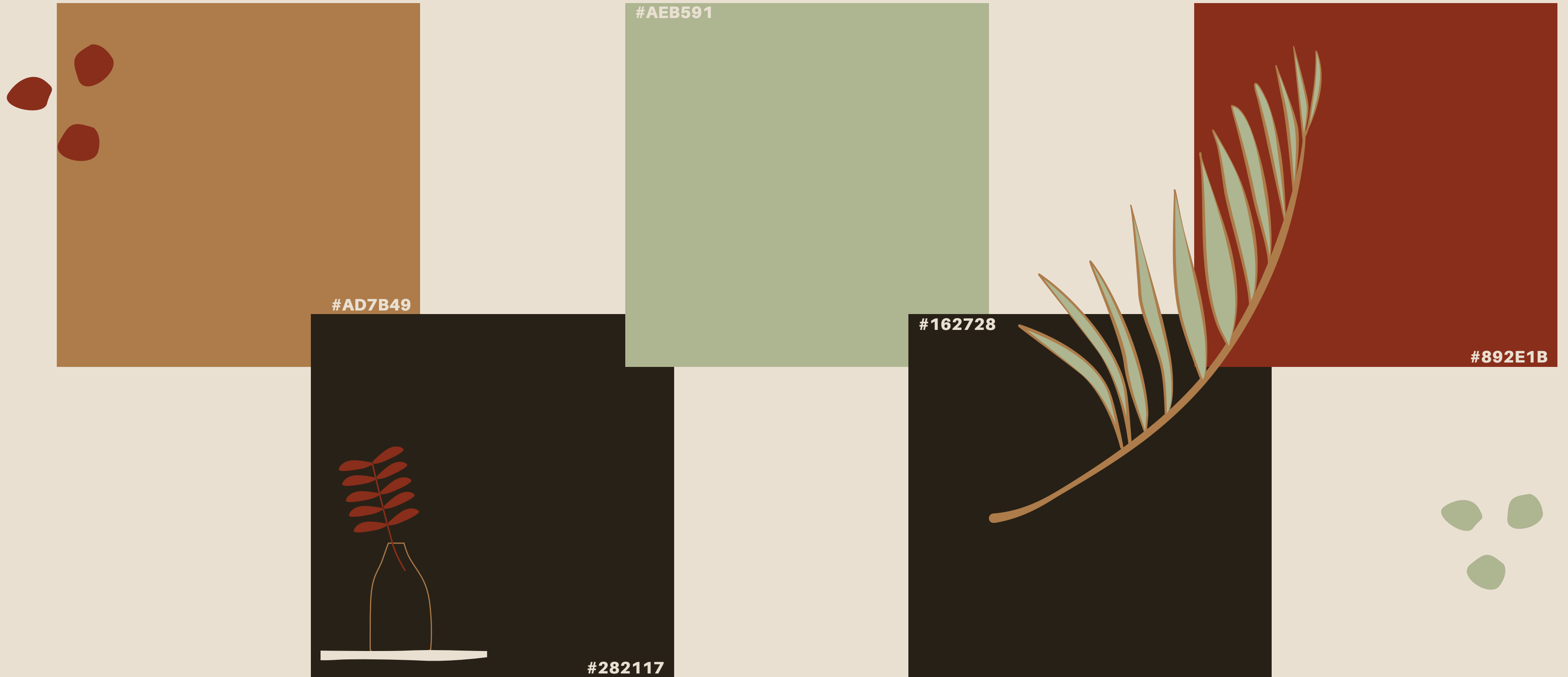


HUMAN LIVING

- LOOKBOOK -



HUMAN LIVING - COLOR PALETTE -



HUMAN LIVING

- BLOG OVERVIEW -



GENERAL

Five blog categories; posts
will rotate through categories;
1500 words per post



FREQUENCY

One post every two weeks;
increase to one post per
week as budget permits

HUMAN LIVING

- BLOG CATEGORIES -

CULTURAL SUSTAINABILITY

Protecting and preserving
cultural ideals, values,
beliefs, and lifestyles

LIVING LOCAL

Exploring different ways we
can experience the world
immediately surrounding us

HOME AESTHETICS

Designing the home to
support comfort, expression,
and growth of all kinds

URBAN IMPACT

Understanding how urban design
influences the ways we live and
interact with our environments

LOCAL HEROES

Highlighting and celebrating
community denizens who are
making a difference at home

HUMAN LIVING

- CULTURAL SUSTAINABILITY -

PROTECTING AND PRESERVING CULTURAL IDEALS, VALUES, BELIEFS, AND LIFESTYLES

DESCRIPTION

Cultural sustainability refers to the distinct fabric of a community - the things that may be hard to pinpoint or name but are intrinsically felt throughout the people, the lifestyle, the food, and the drink - and how we can help them to endure for future generations. With gentrification, immigration, environmental, and political factors constantly threatening to erode tradition, cultural sustainability is and should be a priority to those passionate about community-building.

SAMPLE TOPICS

- The differences between cultural sustainability and social sustainability
- The link between cultural sustainability and tourism
- What defines the heritage of a place; how can it be preserved?
- Successful civilizations and how they worked with the land to live off of the land
- Impacts of climate change on population distribution



HUMAN LIVING - URBAN IMPACT -

UNDERSTANDING HOW URBAN DESIGN INFLUENCES THE WAYS WE LIVE AND INTERACT WITH OUR ENVIRONMENTS

DESCRIPTION

Urban design, whether intentional or unintentional, dictates the ways in which we live our day-to-day lives within a space. It reminds us that our communities are, on their own, entities with personalities that we must learn to live with rather than in spite of.

SAMPLE TOPICS

- Fracking, and its impact on local communities and new developments
- How communities are formed and developed
- Flooding - why it's getting worse, where it's getting worse, and what can be done about it apart from sweeping climate reform



HUMAN LIVING - LIVING LOCAL -

EXPLORING DIFFERENT WAYS WE CAN EXPERIENCE THE WORLD IMMEDIATELY SURROUNDING US

DESCRIPTION

The community you choose for yourself says a lot about you, and the way you interact within that community - even more so. There's no right or wrong way to engage, but even with minimal community involvement, you can still foster a mutually beneficial relationship between you and your chosen home.

SAMPLE TOPICS

- Understanding a local culture to make new friends
- Why lawns can negatively impact the environment; lawn alternatives
- Urban jungles: concrete versus greenery; how to live organically in a man-made dystopia



HUMAN LIVING - LOCAL HEROES -

HIGHLIGHTING AND CELEBRATING COMMUNITY DENIZENS WHO ARE MAKING A DIFFERENCE AT HOME

DESCRIPTION

Local Heroes pertains to those working to make their communities better in some way, shape, or form. These are local organizers, small business owners, entrepreneurial and charitable students - they and those like them are worth celebrating and drawing inspiration from.

SAMPLE TOPICS

- Guide to volunteering locally
- The net positives of investing in public education
- Celebrity-run charities benefitting local communities
- Benefits of local business sponsorships, besides good marketing



HUMAN LIVING

- HOME AESTHETICS -

DESIGNING THE HOME TO SUPPORT COMFORT, EXPRESSION, AND GROWTH OF ALL KINDS

DESCRIPTION

Your home can be as big as a planet or as small as a bedroom, but regardless of its size or defined space, your home should be a reflection of who you are - your interests, your history, your values, your lifestyle, and your style. Trends come and go, but the individual is both constant and evolving. Your home should embrace and reflect the best - and sometimes even the worst - of you. It is your chosen safe space.

SAMPLE TOPICS

- Composting for less waste and a thriving garden
- Maintaining originality and personal expression as a part of a whole
- Understanding your design style
- Incorporating the community within your home design
- Finding flow within the home; creating a positive space





- SOCIAL OVERVIEW -

POST FREQUENCY

One post per day on the primary social account(s); ideally, agents would share one-two company posts for every six posts on their personal accounts

POST TYPES

Includes but is not limited to social posts support blogs; graphic content and carousels; announcements and events; photographic images of homes, neighborhoods, and businesses

CAPTION TYPES


Captions will be either long-form or short-form, depending on the type and nature of the post

SOCIAL SHARING

For agent repostings of company content, they are welcome to add their own introductory caption to their posts, but the original caption should remain

STORY POSTS

There should always be a story available, even if it's just sharing content from the social feed; story content can eventually come to include video content from agents and team members



- SOCIAL POST TYPES -

SUPPORTING BLOG ARTICLES

For each blog post, there will be a series of social posts promoting and supporting it, ideally 2-3 social posts per blog post as the social calendar permits.

ANNOUNCEMENTS / EVENTS

Posts will promote events we are hosting, such as open houses, or local events and news stories in the communities we support.

GRAPHIC CONTENT / CAROUSELS

Infographic-style content will be designed to educate the audience on a particular topic; can be in support of a longer blog article or a stand-alone piece.

PHOTOGRAPHIC CONTENT

Photographic content will highlight local homes and businesses in the communities we support, celebrating the local aesthetic and lifestyle.



HUMAN LIVING - AGENT INTEGRATION -

SOCIAL GUIDELINES FOR AGENTS

Stick to the color scheme when posting company-related content on agent's personal stories.

Agents can begin to incorporate company-related rhetoric, ideals, and values in their own personal content to facilitate cohesion.

It is recommended that agents post/repost two company-related posts for every six posts on their personal accounts.

When reposting content, the original caption should be included. Agents are welcome to add their own personalized caption as an intro.

Agents are encouraged to repost the company's social content on their own personal accounts.

HUMAN LIVING

- SAMPLE POSTS -


Open House

FOR SALE

27 OCT | 2-4PM
1815 NOBLE AVE

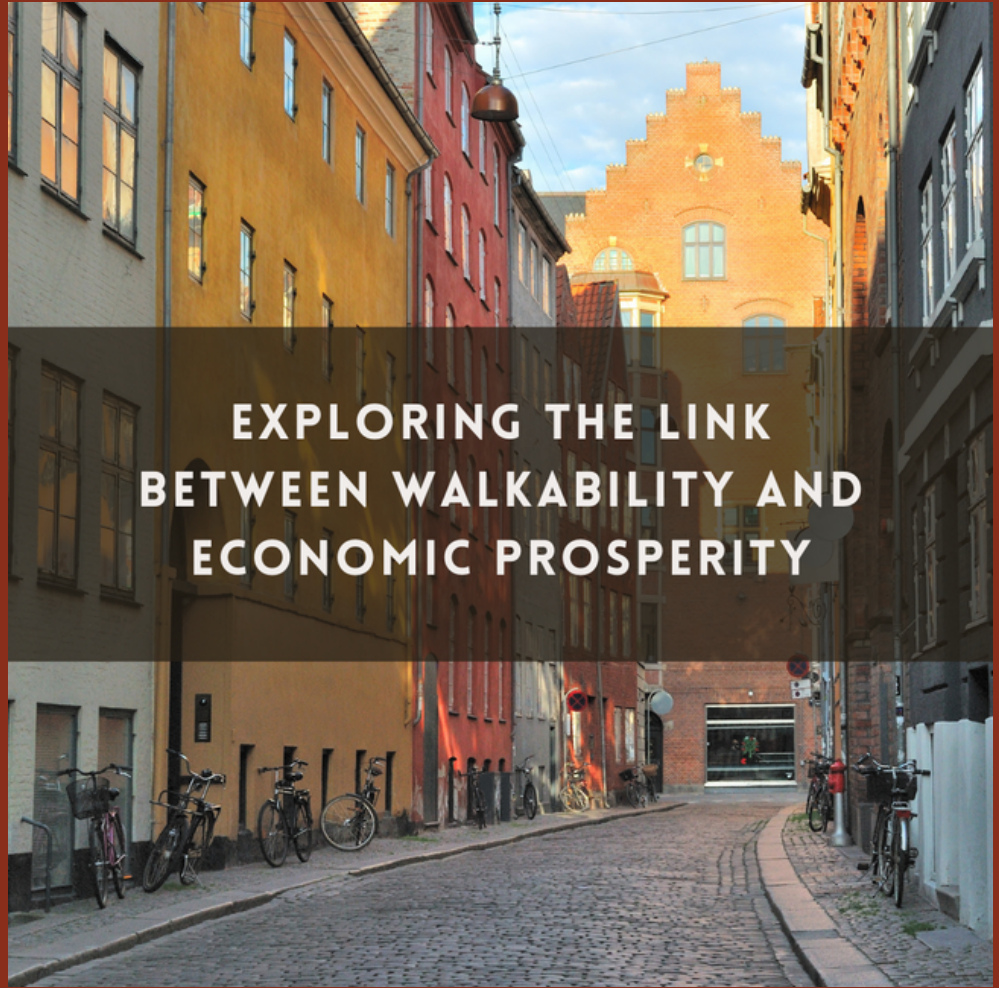
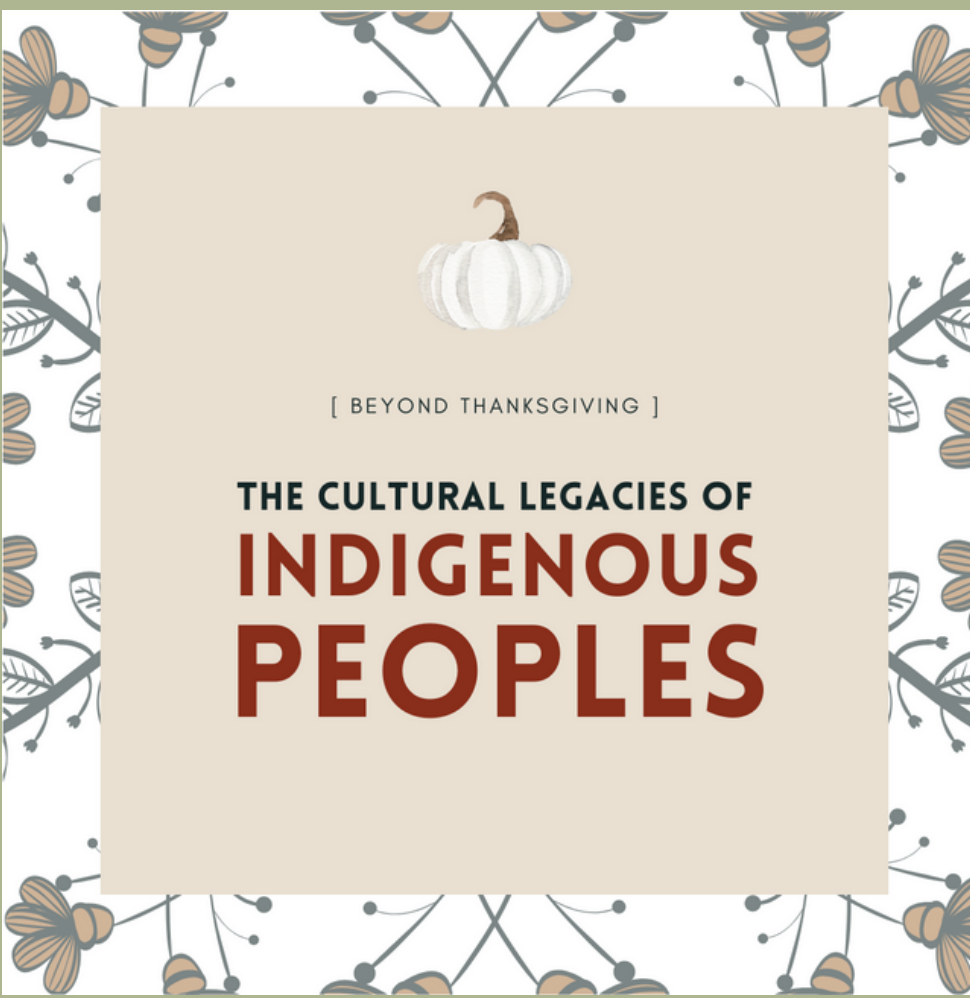


- 2000 SQ FT
- 4 BDRM/3.5 BATH
- WOOD FLOORS
- GRANITE COUNTERS
- PERGOLA
- VERANDA



[BEYOND THANKSGIVING]

**THE CULTURAL LEGACIES OF
INDIGENOUS
PEOPLES**



**EXPLORING THE LINK
BETWEEN WALKABILITY AND
ECONOMIC PROSPERITY**



HUMAN LIVING - SAMPLE LAYOUT -

*FOR AGENTS



HUMAN LIVING - STORY POSTS -

