

SOCIAL MEDIA CONTENT EXAMPLES

Client: Whoa, Wait Walmart, Kleenex

Product: Kleenex Wet Wipes

Platform: Instagram

Objective: Create short-form social media posts for three types of Wet Wipes with three different functions.

1. Know what else is back to school? GERMS.
These Kleenex Wet Wipes are ideal for little hands—and *yay!* for no harsh chemicals. Perfect to keep stashed in the car or in my purse. And in every single room of my house. Because kids...they're messy.
2. How do we love back to school? Let us count the ways. The kids are back to a routine, I haven't had to referee ten fights before nine a.m., and no more, "But Mom, I'm bored!" Kleenex Wet Wipes are simplifying my life even more by being my grab-and-go wipe to clean up messy faces, makeup smudges, and even germy hands. What *can't* these wipes do? I wonder how Kleenex feels about dioramas and math homework...
3. Back to school means back to homework, packed lunches, and making sure no one leaves the house without essentials like socks that match...or pants. And if we get to school and I've missed a messy face? Kleenex Wet Wipes to the rescue. Now if only Kleenex could find that other pink sock...
4. My friends, can I just share that I'm a sensitive soul? I cry at commercials, I'm still waiting for an alternate ending to *Titanic*, and don't even get me started on cute puppy videos. Know what else is sensitive? My skin. That's why I'm so jazzed about Kleenex Wet Wipes. These wipes for my hands and face are 99 % purified water with a touch of aloe and vitamin E. No harsh chemicals! Kleenex loves my sensitive side!
5. I'm loving these Kleenex Wet Wipes. Sticky hands? Grab a wipe. Baby has a runny nose? Grab a wipe. Marker on your daughter's hand? Grab a wipe. These things are the perfect fix. Now if only the wipes could help my son with his math while cooking our dinner...
6. Craft sesh with the girls (kids)? Clean up hands and surfaces with Kleenex Wet Wipes. They're thick and soft, so they can hold up to whatever mess you create. I love how handy they are—especially when my own hands have gotten way too artsy. . .

7. You know we adore fashion with some savings around here, but we also just love a good, practical product. Right now we're crushing on these Kleenex Wet Wipes. Need to tackle some germs? They've got a wipe for that. Need to clean up baby's drippy nose? They've got a wipe for that. Need to remove all traces of that cookie mustache so your kids don't know you actually *weren't* out of Samoas? They've got a wipe for that. Gentle for faces, hands, *and* any evidence of cookie crimes.
8. It's farmer's market season! We love strolling the market with coffee in hand, while perusing the vendors for fresh produce, yummy baked goods, and petting a dog or two along the way. Kleenex Wet Wipes are the perfect thing to bring along. I toss them in my purse, so I'm ready to tackle germy, sticky hands with the gentle care we know and love from Kleenex. So handy! Grab you some in the facial tissue aisle at your local Walmart!
9. Are you feeling those Back to School vibes? While you're shopping for backpacks, pencils, and notebooks, toss some Kleenex Wet Wipes in your cart. These babies clean hands and faces without dyes or harsh chemicals. We give that an A+.
10. If you're like me and get a little Joanna Gaines every now and then, make those craft and reno projects easier by keeping Kleenex Wet Wipes around. They're awesome to grab when you need to clean up. And no harsh chemicals! They're a home project must.
11. My car SUV is like a treasure chest on wheels. If my kid needs it, it's in the car. From cleats to tutus to bandages to granola bars. Do you know what's MVP of my car right now? Kleenex Wet Wipes. These wipes are gentle enough to clean faces, yet tough enough to withstand an overturned juice box. (You know, the juice box that wasn't supposed to be opened in my car in the first place? But I digress!) Kleenex knows what moms need. And these wipes are helping me tackle germy hands and sticky fingers. These wipes can ride shotgun with me any day. Unlike those juice boxes...
12. What's the must-have accessory this season? Kleenex Wet Wipes. Seriously, these wipes are my new best friend and go pretty much everywhere I do. I love keeping them in the car for mini-messes—from dribbled coffee to kids' messy faces. No harsh chemicals and ideal for sensitive skin. What's not to love? Besides that coffee I just spilled...
13. Do you know what moms need? A massage and a few days in Maui. But do you know what *else* moms need? Easy, convenient cleanup. Kleenex Wet Wipes are so handy—in my purse, in my car, in the diaper bag. From messy faces to messy spills, these wipes easily get the job done. Now if only they came with a fruity drink and an umbrella...

