


Rachel
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CONTENT WRITER

SOCIAL MEDIA POST EXAMPLES

Please see below for some examples of social media posts I have created for previous companies I had the pleasure of working for.

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 www.reallygreatsite.com



Swiftpak Ltd

2,102 followers

8mo • 🌐



Did somebody say 'Doughnut Time'? 🍩 🍩

Our Packaging Innovator, **Craig Allen**, is back for another packaging review. This time, it's all about doughnuts!

See what Craig has to say about the colourful 'Doughnut Time' packaging below... 👁️

Do you think your packaging could survive Craig's analysis? Please get in touch to find out!

#doughnuts #doughnuttime #food #packaging #packagingreview #foodpackaging #pack #packaginginnovation #packaginginnovator #packagingdesign #designs #boxes #packaging #packagingsupplier #packagingindustry #video



It's Doughnut Time!



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We put the Oculus (Meta) Quest 2's packaging to the test in our very first Packaging Review series! 🙌

As you know, at Swiftpak we are lucky enough to have in-house packaging design experts with years of experience who can turn briefs into a distinguished reality. 📦

Our very own Head of Innovation **Craig Allen** reviews the Oculus (Meta) Quest 2's packaging in terms of aesthetics, sustainability, and protection.

See below for a sneak peek! 🤫

Alternatively, you can watch the full video here: <https://buff.ly/439kaMU>

Do you want your packaging to be reviewed next? Give us a shout! 🗣️

[#packagingreview](#) [#packaging](#) [#video](#) [#innovation](#) [#packagingexpert](#)
[#packagingsolutions](#) [#packaginginnovation](#) [#unboxing](#) [#packagingindustry](#)
[#packagingsupplier](#) [#oculus](#) [#oculusquest2](#) [#oculusquest](#) [#gaming](#)
[#packagingdesign](#) [#sustainability](#) [#luxurypackaging](#) [#bespokepackaging](#)
[#custompackaging](#)





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Do you remember we mentioned a special surprise last Friday? 😊

Well, we are launching our very own Swiftpak advent calendar! This means throughout December you can receive different prizes and discounts - just remember to sign up online first to gain access! 🙌

At Swiftpak, nobody is 'too old' for an Advent calendar! 😊

[#adventcalendar](#) [#advent](#) [#christmas](#) [#festive](#) [#packaging](#)
[#packagingsupplier](#) [#packagingindustry](#) [#wholesalepackaging](#) [#surprise](#)
[#december](#) [#holidayseason](#) [#gifts](#) [#discounts](#) [#prizes](#) [#online](#)

When you get told you're too old for an advent calendar





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Have you ever wondered why you're drawn to certain items when shopping? Do you find yourself picking things up just because they look interesting? 🤔 You're not alone.

Companies use luxury packaging to make their products seem more appealing, exclusive, and unique amongst their competitors. And it really works. People are willing to pay more for something that comes in a fancy box, it's just how our brains work. 📦

But what's the psychology behind luxury packaging and how does design influence our perception? Find out within our latest article below! 💡

[#luxurypackaging](#) [#packaging](#) [#packagingdesign](#) [#presentationalpackaging](#) [#custompackaging](#) [#bespokepackaging](#) [#packaginginnovation](#) [#designs](#) [#luxury](#) [#packagingsolutions](#) [#packagingtrends](#) [#packagingindustry](#) [#packagingsupplier](#) [#unboxing](#) [#perception](#) [#psychology](#) [#article](#)



The psychology behind luxury packaging: How design influences consumer



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Does your Semi-Automatic Battery Strapping Tool need an upgrade?

For a limited time offer this April, you could save £239! So now is the perfect time!

To claim your 10% off on selected Paktool products, including the Semi-Automatic Battery Strapping Tool, hurry over to our website today: <https://buff.ly/3ZQg8pW>

[#paktool](#) [#save](#) [#limitedtimeoffer](#) [#savemoney](#) [#packaging](#) [#machinery](#) [#upgrades](#) [#machineupgrade](#) [#packagingmachine](#) [#packagingsolutions](#) [#packagingindustry](#) [#strapping](#) [#strappingtool](#) [#machinestrapping](#) [#semiautomatic](#) [#packagingsupplier](#)



Our Products

Semi-Automatic
Battery Strapping Tool





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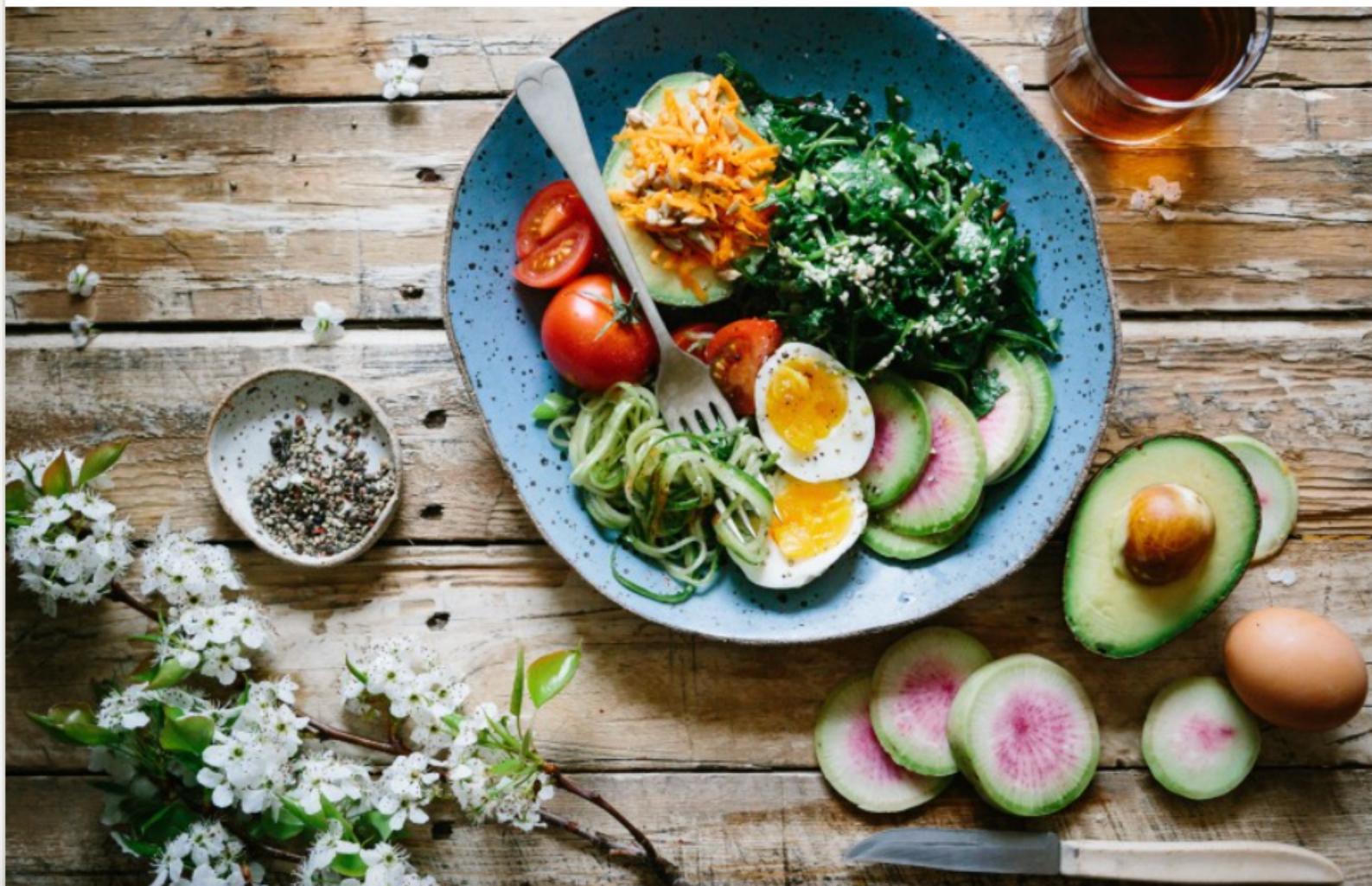


A client came to Swiftpak with a major problem. With inconsistent performance in the tape they were using, 6.65% of their deliveries were failing due to damages - costing the business a lot of money! 😞

A failed shipment includes of refunding the customer, paying the courier to dispose of the package, paying a fine to the courier, and worst of all, no delivery for the customer – which could mean losing the customer entirely.

With high customer expectations, this food subscription service had to act fast. Take a read of our case study below to find out how we came to the rescue with the taping solution we provided. 👁️

[#casestudy](#) [#foodanddrink](#) [#foodpackaging](#) [#foodanddrinkpackaging](#) [#foodandbeverage](#) [#packagingsolutions](#) [#taping](#) [#packagingtape](#) [#failedshipments](#) [#packagingdelivery](#) [#foodsubscription](#) [#foodservice](#) [#tapingsolution](#) [#packagingadvice](#) [#packagingindustry](#) [#packagingsupplier](#) [#packagingperformance](#) [#adhesivetape](#)





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At Swiftpak, we are thrilled to introduce our brand-new sustainability page! 🙌



Since the beginning of Swiftpak over 45 years ago, we have always had a strong sense of social, environmental, and economic responsibility. This means we are dedicated to preserving natural resources, reducing waste, and implementing sustainable practices. 🌱

We invite you to join us on our journey to help create a better tomorrow for everyone and use packaging as a force for good. To find out more about what we do when it comes to sustainability, visit our website below. 👍

[#sustainable](#) [#sustainability](#) [#sustainablepackaging](#) [#ecofriendly](#)
[#environmentallyfriendly](#) [#ecofriendlypackaging](#) [#packagingmaterials](#)
[#economicresponsibility](#) [#reducewaste](#) [#packagingsolutions](#)
[#packagingsupplier](#) [#packagingindustry](#) [#ecologi](#) [#new](#) [#website](#)
[#packaging](#)



Swiftpak

**Packaging as a
force for good.**

Packaging as a force for good: Swiftpak

sustainability.swiftpak.co.uk • 1 min read



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haiken_furniture Comfee has its name for a reason! With its unique shape and innovative design where lightweight seats are suspended on a metal frame, the Comfee provides superior comfort to the user. 🙌

The Comfee is available in a wide range of colour and texture combinations of fabrics, three types of stitching patterns, and can be tailored to suit customers preferences. These highlights make Comfee one of the most multifunctional and popular collections. 🙌

Visit the link in our bio today to find out more about the Comfee soft seating. 🙌

Photo credit: @noti_furniture
Realisation: Salon Balma Wrocław
Design: 3XA
Photographs: Stanislaw Zajęczkowski

#comfee #comfortable #softseating #chairs #lightweight #comfort #fabrics #officefurniture #officefurnitureolutions #officefurniturerends #officedesign #interiordesign #interiors #interiorspaces #officeinterior #furniture #furnitureindustry

pizza_37_ Sent it on 🙌 @_home_decors
63 w Reply

haiken_furniture · Follow

haiken_furniture Are you looking for an exceptionally comfortable seat for your office space? 🙌

In our showroom during #CDW2022 we will be showcasing our Manta by Noti furniture with a brand-new warmly welcoming Craggan Flax fabric by @camirafabrics ready for you to try out! 🙌

Craggan Flax fabric is a textile that will make any interior feel like home. It is deeply textured and thickly woven so that it effortlessly blends comfort with style. Crafted from a blend of wool and flax, Craggan Flax is sustainable and retains the raw appeal of its natural composition. 🙌

To find out more, feel free to contact us today. Alternatively, you can read more about Manta on our website via the link in our bio. 🙌

Photo credit: Stanislaw and @noti_furniture_brand

#CDW #Clerkenwell #clerkenwelldesignweek #clerkenwelldesign #designs #officefurniture #events #officefurnitureolutions #officefurnituredesign #officefurniturerends #designtrends #manta #softseating #camirafabric #cragganflax #textile #fabrics #sustainability #natural #showroom #showroomdesign #refit @clerkenwelldesignweek

haiken_furniture · Follow

haiken_furniture Did you know by adding the colour green to an office space can make the working environment more calming and harmonious? 🌿

The colour green not only has calming effects, but it is also known to cause less eye fatigue which helps with longer term focus and attention. 🙌

Want to add some more green elements to your working space? Check out the sophisticated green version of our Focus Pod, a comfortable and sound absorbing piece of furniture that provides a calm and snug feeling to those who use it. 🙌

Find out more about our Focus Pod by @zilenzio right here: <https://buff.ly/3qavrKa>

#focuspod #officefurniture #green #soundabsorption #soundabsorbing #acousticfurniture #acousticsolutions #acoustics #officefurniturerends #officefurnitureolutions #furnitureindustry #interiordesign #officedesign #officeinterior

spectrumworkplaceoffice Beautiful seating 🌿
104 w 1 like Reply

It's Day 2 of Clerkenwell Design Week! 🎉

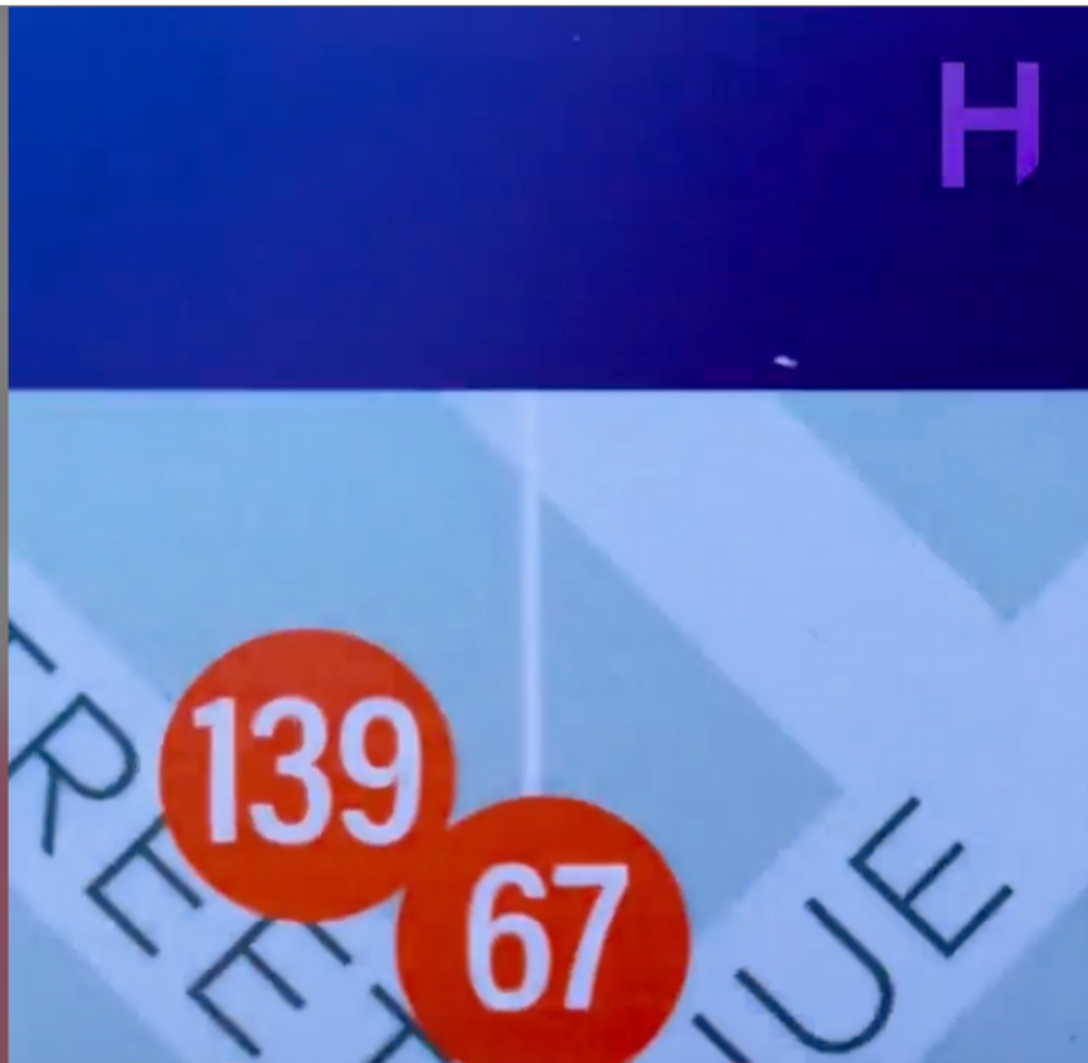
Do you know where to find us? 👁️ Watch [Ethan Porter-Blake](#) from the Marketing Team make his journey to the Haiken showroom within the clip below.

You can find us at number 65 in your official cdw showroom map. Once you're here, let us know about your journey while enjoying a glass of our fresh juice!



We look forward to seeing you soon. 👍

[#showroom](#) [#clerkenwelldesignweek](#) [#clerkenwell](#) [#cdw2023](#) [#cdw](#) [#cdw23](#)
[Clerkenwell Design Week](#) [#officefurniture](#) [#officefurnitureolutions](#)
[#officefurnituretrends](#) [#interiordesign](#) [#officedesign](#) [#officeinterior](#)
[#interiors](#) [#furniture](#) [#event](#) [#london](#)



*Number 65 in



haiken_furniture · Follow

haiken_furniture Modern design is all about clean lines, meaningful pieces, an edited approach and a palette of natural, earthy tones. 🌿

This modern style was born from a need for simplicity and works well with the current 'homely' design trend that's all about bringing home comforts back into the workspace. 👍

The Lua soft seating truly delivers a homely comfort you'll love! Just look at how cosy this arrangement looks where the Lua is paired with the Nome chair! 🛋️

Find out more about the Lua soft seating via the link in our bio.

Photo credit: @noti_furniture
Design & Photographs: Jam Kolektyw

#officefurniture #officefurnitureolutions #officedesign #interiordesign #officeinterior #softseating #sofa #chairs #homely #comfort #comfortable #ergonomics #designs #officefurniturerends #furniture #interiors

60 w



haiken_furniture · Follow

haiken_furniture Are you looking for a table that is an instant eye-catcher? 🤩

Our new Tear Meeting Table has a stunning circular shape and features a three-piece wood-panelled table top that creates a central design allowing for maximum collaboration.

The Tear Table is perfect for meeting settings as well as dining settings in hospitality environments.

If the Tear has caught your eye, find out more via our website: link in bio 🌐

#tear #teartable #meetingtable #tables #workstations #collaboration #wood #designs #interiordesign #officedesign #officeinterior #hospitality #hospitalitydesign #furniture #officefurniture #officefurniturerends #officefurnitureolutions #interiors #new #products #dining #meetings #offices

Edited · 45 w



haiken_furniture · Follow

haiken_furniture Did you know that the 'pouffe' or 'pouf' (also known as the ottoman) originated in the 18th Century in Turkey, which was then ruled by the Ottoman Empire? 🇹🇷

The Ottoman looked very different than what we use today as it was a low piece of upholstered furniture that was piled with cushions.

The ever-useful ottoman then made its way to Europe and France re-named the Ottoman to "pouf". Similar to Ottomans, pouffes were still used as an extra seating or as foot stools. 🛋️

Now you know the history of the pouffe, check out our Follow Me pouffe in its variety of colours. A great choice for creating a more homely arrangement within an office space.

Find out more about Follow Me via the link in our bio.

#followme #pouffe #ottoman #pouf #history #poufhistory #furniture #softseating #upholstered #interiors #interiordesign #officedesign #officeinterior #workspaces #officefurniture #officefurnitureolutions #officefurniturerends #homely #footstall

49 w

At Haiken, we thought we would kick start the new month with a product update! 🙌

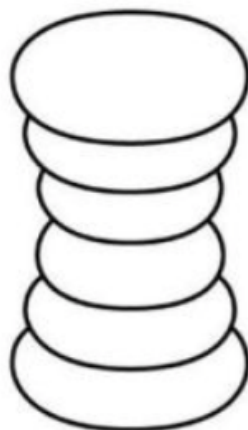
The Banffy stool is now available in a new variety of Main Line Flax colour options for you to choose from! 🎨

With its wide array of colour options, Banffy blends exceptionally well into all interior design spaces, especially those looking to implement a co-working space. 🧑‍💻

To find out more about Banffy, please visit our website: <https://buff.ly/3Ci14bL>

Photo credit: Noti Furniture

[#banffy](#) [#stools](#) [#chairs](#) [#colours](#) [#mainlineflax](#) [#fabrics](#) [#heightadjustable](#) [#coworking](#) [#coworkingspaces](#) [#workspaces](#) [#officefurniture](#) [#officefurniture solutions](#) [#officefurniture trends](#) [#updates](#) [#productupdate](#) [#reveal](#) [#furniture](#) [#interiordesign](#)

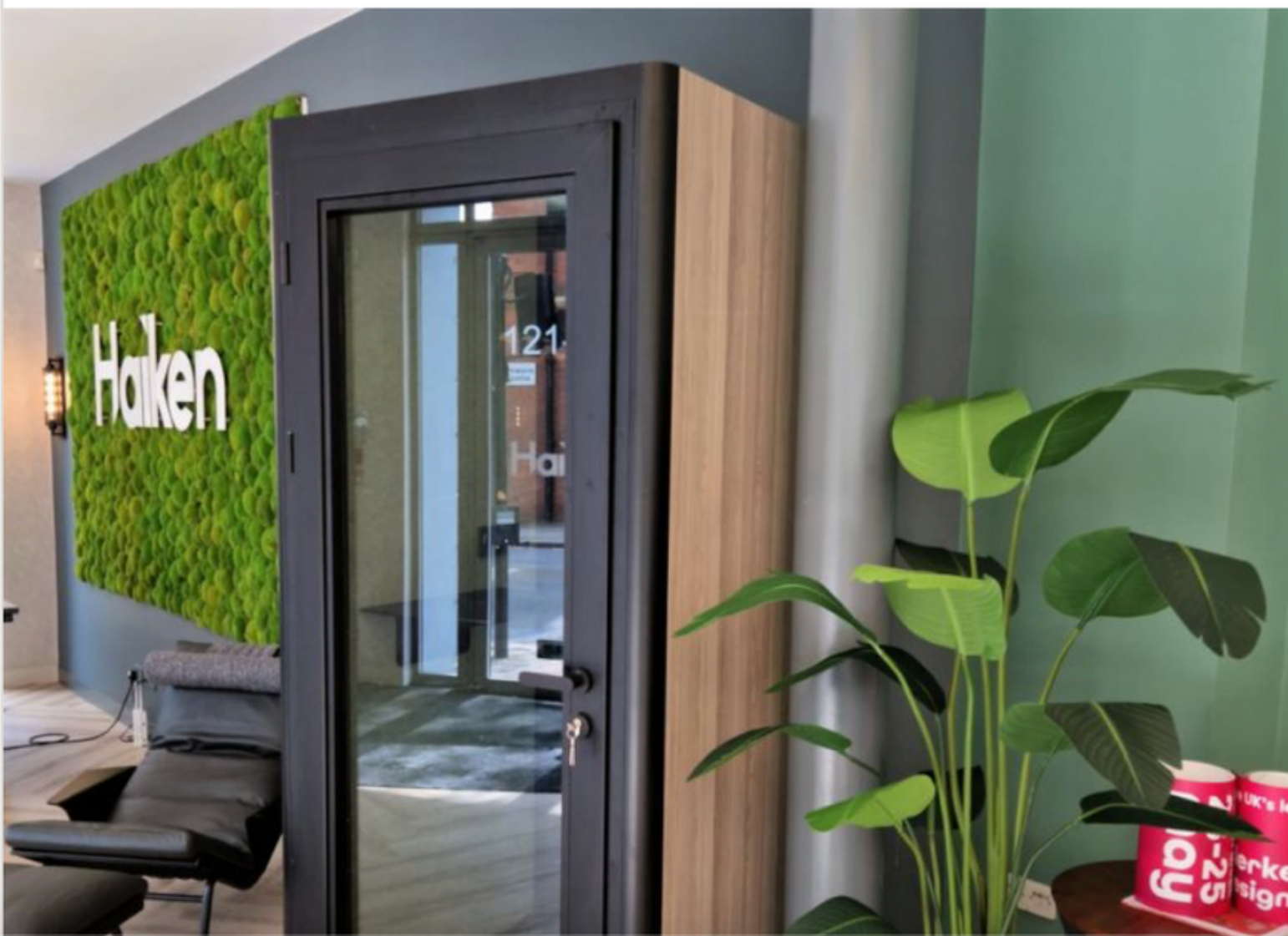


As seen in our showroom during [#clerkenwelldesignweek](#), the new and ergonomic Scott Eco Phone Pod is the ideal space for private calls, sales pitches, or focussed work. 🧑‍💻

This eco-friendly pod offers full ventilation and sensor-controlled lighting. It is also easily transportable so can adapt to changing office needs! 👍

Are you interested in this practical and beautifully designed solution for creating a quiet workspace in open plan offices? Then visit our website today to find out more about Scott Eco: <https://buff.ly/3os8Rjo> 🙌

[#scotteco](#) [#ecofriendly](#) [#pods](#) [#phonepod](#) [#acousticsolutions](#)
[#acousticfurniture](#) [#soundabsorption](#) [#ecopod](#) [#ecofriendlyfurniture](#)
[#furniture](#) [#interiordesign](#) [#officedesign](#) [#officeinterior](#) [#furnituredesign](#)
[#ergonomic](#) [#ergonomicfurniture](#) [#ventilation](#) [#sensorcontrol](#) [#designs](#)
[#officefurniture](#) [#officefurnituretrends](#) [#designtrends](#) [#newfurniture](#)



Did you know that the world's first officially registered patent for a shelving rack construction is dated back to November 24th 1857 and belongs to Mr. J.H. Philips? 🤖

It's true! Philips named his invention "Cheese Shelf" which was intended to store and ripen cheese in his own warehouse. Today, the design of shelving is no longer simple and primitive. They add beauty and practicality to a room. 🙌

Take our new Polka shelving as an example. The Polka Shelving System really stands out with its sleek aluminium profiles that are fixed to the floor and ceiling or wall.

The shelving system is also fully customisable with its natural wood veneer drawer units and shelves that can be included in any number. 🥰

Find out more about our unique Polka shelving via our website today:

<https://buff.ly/3lYukyA>

[#polka](#) [#shelf](#) [#shelving](#) [#officefurniture](#) [#officefurnituresolutions](#)
[#officefurnituretrends](#) [#interiordesign](#) [#officedesign](#) [#officeinterior](#)
[#interiors](#) [#designs](#) [#furnitureindustry](#) [#bookshelf](#) [#designtrends](#)

