

SOCIAL MEDIA PLAN

Small Reminders of Being a Kid

A simple social media plan for Paper Boat - built as an independent portfolio sample, not client work



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People Already Love the Feeling. We Just Need to Remind Them.

Paper Boat doesn't need to convince people that childhood memories feel good - that's already the whole point of the brand. The packs, the flavours, the little illustrations all do that job well.

However, a lot of Paper Boat's Instagram content feels like it stops at pretty packaging shots. It looks nice, but it doesn't really make you feel anything, and it's easy to scroll past without stopping.

This plan is about turning "the drink that reminds you of childhood" into a page that actually makes people stop, smile, and remember something - not just look at a bottle.



Four Simple Things to Post About

Nothing here needs a big shoot or a studio. Most of it can come from everyday moments and things people already send each other.

1. Remember This?

Simple, one-line memories from childhood - the kind everyone had. No product in the photo, just the feeling. The drink is mentioned only in the caption, gently.

2. Send This To...

Posts written to be tagged and shared - "send this to the friend who always stole your kokum," that sort of thing. Built for sharing, not just liking.

3. Real Stories From People

Short videos or quotes from real people about a flavour and what it reminds them of. Simple phone videos, not polished ads - it should feel like a real person talking.

4. The Little Details

Close-up shots of the illustrations on the pack, the paper boat fold, small design touches most people never really stop to look at.



What a Normal Week Looks Like

The idea is to post often enough to stay in front of people, without it turning into constant advertising.

Monday	"Remember This?" post - a simple childhood memory line, no product shown
Tuesday	Close-up of a pack illustration, with a short story about what inspired it
Wednesday	A short video of someone trying a flavour and reacting, unscripted
Thursday	"Send This To..." post, written to be shared with a friend
Friday	A light, fun post - maybe a poll ("which flavour tastes like summer?")
Weekend	Repost a customer's own memory or photo, with a thank-you

Two Real Post Examples

Here's what two of these posts would actually look and sound like.

REMEMBER THIS? — SIMPLE TEXT POST

A plain illustrated background, no product shown, just a line of text.

"That one steel glass every house had. You know the one."

SEND THIS TO... — SHAREABLE POST

A simple graphic with the aam panna pack, stored like a handwritten note.

"Send this to the friend who always finished your aam panna before you got a sip"

How We'll Know It's Working

Follower count alone doesn't tell us much. These are simpler, more honest signs.

People tagging friends in the comments

If someone tags a friend without being asked to, the post actually meant something to them.

People sharing their own memories in the comments

This means the page is making people feel something, not just scroll past.

Saves, not just likes

A save usually means someone wants to come back to it, or send it to someone later - a stronger sign than a like.



This is a self-directed portfolio sample, not commissioned or approved by Paper Boat. It's meant to show how I'd think through a social media plan for a real, well-loved brand.