

Photo/Carousel Ideas



- Flatlay of 3 skincare products you recommend starting with on a replica surface
- Flatlay of primer and foundation on a replica surface
- Photo of your hand holding primer and foundation
- Photo of your hand holding primer
- Photo of your hand holding the foundation
- Photo of your hand holding blush
- Photo of your hand holding 2-3 brushes
- Photo of your hand holding any other product(s) you use and recommend
- 2-3 photos of you putting makeup on in the mirror (you can fake it)
- 2-3 photos of you working on your phone and/or laptop
- 2-3 photos with other Advocates
- Carousel: cover image of you with title text and then 5-7 slides with info
 - example: 5 healthy habits that changed my life

Videos to Film & Reel Ideas



- Full clip of you doing your makeup routine and then cut down so it's shorter than a minute
 - Use to share "my story" with text overlay
 - Use to share the steps of your 5-minute clean makeup routine
- Full clip of you doing your skincare routine
 - Use to share "my story" with text overlay
 - Use to share the steps of your 5-minute clean skincare routine
- 7-10 second clip of you doing dishes
- 7-10 second clip of you with your family (playing outside, eating dinner, doing everyday things)
- 10-14 second video of 3-4 easy clean swaps
- 7-9 second clip of you doing laundry
- 8-10 second clip of you walking outside
- 7-10 second clip of you reading or journaling
- 7-9 second clip of your favorite healthy recipe
 - Record 2 seconds intro selfie clip to put "my fave healthy dinner/snack/etc." text on
 - Record few second clip of meal with list of ingredients in text overlay
 - Put full recipe in caption

Videos to Film & Reel Ideas



- 7-9 second clip putting lip oil on in the mirror or in the car
- 7-9 second clip using a brush/putting on blush in the mirror
- 7-9 second clip of using skincare/washing your face
- 6-8 second clip of you adjusting your hair in the mirror
- 7-9 second clip of you jumping in a bounce house with friends
- 7-9 second clip of you working on your phone
- 7-9 second clip of you working on your laptop
- 2-3 second clip of you taking a selfie or recording yourself walking toward the mirror. Pair with:
 - 3-4 short clips of products that changed your skin
 - 3-4 short clips of products that changed my life
 - 3-4 reasons to switch to clean beauty
 - 3-4 healthy swaps
 - Etc.