

## Official Social Media Strategy for Burt's Bees

Burt's Bees is first and foremost a beauty product company. Founded in 1984 in Maine, Burt Shavitz and Roxanne Quimby, local beekeepers began selling bees wax candles. After their success they began to sell their widely popular Burt's Bees Lip Balm in 1991. The founders always placed an emphasis on preserving nature and helping the environment.

Overall, Burt's Bees is an optimistic, down to earth, and innovative. The company strives to constantly improve and be as natural as possible. This is why the brand voice is: Natural, Confident, Laid-back, Caring, Optimistic, Progressive, and Down to Earth. This company has a very trusted and strong brand name due its transparency with consumers. The audience this company generally tries to apply to are females ages 18-24, who are educated, idealists, and progressive (aka *Granola Girls*).

This is why the brand uses Instagram, Facebook and Twitter as main sources of connection and promotion for consumers. The way that they approach social media is laid back as if talking with a friend who suggests great products they have just tried. Every social media post invites the viewer to interact by using words like "we" "us" "let's". Most posts aim to engage a problem and solution that the company can provide.

With that being said the goal of this social media campaign is to highlight the environmental work that Burt's Bees does in addition to their reliable products. Instagram posts will be more customer testimonials and stories that help engage the sense of community. Facebook posts are more geared towards products and how they relate to Burt's Bees mission. Twitter posts will function as little nuggets of info that promote products as well. Finally, Burt's Bees is attempting to branch out to TikTok for provide interactive, informative, and entertainment.

Instagram [Sample Posts](#) and Correlating Descriptions:

1: Let's take a look at how Bonnie makes sure to Carry Reusables! "I make sure to keep my reusable totes in my car, so I never forget them at the store, and I make sure I keep my reusable mug next to my coffee maker, so I always take it to work with me. My process is not perfect, but I know that taking these steps helps to make the Earth a little bit safer!"

Just like Bonnie, we can all make a #CHANGEFORNATURE



2: Feeling disconnected and unhappy check out how @Lena brightens her day!



# BURT'S BEES®

“When I am feeling low or out of focus, I reconnect with nature. I go for short walks. Sometimes I do a bit of yoga. Recently I started my own little garden to help get me outside and soak in a bit of sun!”

We should all follow @Lena and Re-Wild our life #CHANGEFORNATURE





3: Are feeling lost and unsure of how to help out the environment? Let's tune in with @jazmyne to see how she uses a plant-friendly diet to help the environment.

"A few years back I realized I wanted to do more for the environment. When trying to research, it felt overwhelming to make such big changes. Then I found I can make little changes every day that improve the environment. Eating more plants. Composting. Using reusable items."

We love to see how our followers are making #CHANGEFORNATURE. If you want to share your story, tag us!



4: Want to learn how to reduce food waste? Check out @bianca tips for composting!

"I love to cut down on my food waste! I have my own garden that now includes lettuce, herbs, tomatoes, and even carrots! Recently I have learned how my composting reduces food waste in landfills. I use my compost for more than just food waste, I throw out shredded paper, dry leaves, and wood chips too. Just a fun and easy way to show love to mother nature."

We love to hear it! Please share how you #CHANGEFORNATURE



Sample [Instagram Story](#)



### Sample [Facebook posts](#)

1: Looking for a refreshing body wash? With summer approaching you should try out our Rosemary & Lemon body wash. This light and citrusy cleanser is made up of 97.9% natural botanicals. Our mission is to use all natural products and create sustainable products that reduce our carbon waste. Join us in our mission to #CHANGEFORNATURE check out our 5 easy steps here.

2: Please enjoy our new lip treatment kit! Did you know that our products are made up of 50% of Post-Consumer Recycled Plastic? To read more about our sustainability efforts click here! #CHANGEFORNATURE

3: Are you ready for spring? We are because of our new spring products! Are you looking to spend time outside and enjoy the lovely weather? Try our All Weather moisturizing lip balm as you reconnect with nature! #CHANGEFORNATURE

4: Do you have sensitive skin? Trouble finding products that don't irritate your face? Try our all naturally sourced Sensitive Skin line. With aloe and gentle hypoallergenic towelettes you can have healthy happy skin too! Learn more about our sustainable sourcing.

5: Feeling like your skin needs a little love? Check out our 24 hour moisturizing Milk & Honey body lotion! You can feel beautiful while naturally nourishing your body. As we strive for all natural products, we can proudly say that this softening moisturizer is 98.9% natural!

Sample [Twitter posts](#)

1: Raise your hand if you love the earth Well, we do too! Join us in our #CHANGEFORNATURE movement and follow our 5 easy steps.





2: We want you to go outside! Re-Wild your life and take a nature break with our SPF15 lotion  
#CHANGEFORNATURE



3: Did you know small changes can help the planet? Try eating more plants & shop sustainably!  
#CHANGEFORNATURE





4: Ever thought about composting? Well you should! It helps reduce food waste! You too could make a #CHANGEFORNATURE



5: Looking for ways to save water but stay hydrated? Check out our overnight mask and our 5 steps to #CHANGEFORNATURE



# BURT'S BEES®



## Sample Tiktoks/Inspiration

[https://www.tiktok.com/@annaxsitar/video/6945720289389006086?lang=en&is\\_copy\\_url=1&is\\_from\\_webapp=v1](https://www.tiktok.com/@annaxsitar/video/6945720289389006086?lang=en&is_copy_url=1&is_from_webapp=v1)

exact same principle

#REWILD #CHANGEFORNATURE

[https://www.tiktok.com/@abbieherbert/video/6946233080902438149?lang=en&is\\_copy\\_url=1&is\\_from\\_webapp=v1](https://www.tiktok.com/@abbieherbert/video/6946233080902438149?lang=en&is_copy_url=1&is_from_webapp=v1)

Use this sound, same format

“When some one tells me they don’t know how to protect the environment” “Burt’s Bees  
#CHANGEFORNATURE and sustainable products”

[https://www.tiktok.com/@lizzo/video/6948604682034105606?lang=en&is\\_copy\\_url=1&is\\_from\\_webapp=v1](https://www.tiktok.com/@lizzo/video/6948604682034105606?lang=en&is_copy_url=1&is_from_webapp=v1)

Starting on various Burt’s Bees products, then a woman with make up standing in sun (Golden hour)

[https://www.tiktok.com/@brightly.eco/video/6947826104174431494?lang=en&is\\_copy\\_url=1&is\\_from\\_webapp=v1](https://www.tiktok.com/@brightly.eco/video/6947826104174431494?lang=en&is_copy_url=1&is_from_webapp=v1)

repost this video with #CHANGEFORNATURE

[https://www.tiktok.com/@brightly.eco/video/6935189107190582533?lang=en&is\\_copy\\_url=1&is\\_from\\_webapp=v1](https://www.tiktok.com/@brightly.eco/video/6935189107190582533?lang=en&is_copy_url=1&is_from_webapp=v1)



repost this one as well with #CHANGEFORNATURE