

Organic Social Playbook

Part 2

total by
verizon✓

September 19, 2023

Playbook Purpose

A guide for where, when, how and why to create organic content for Total by Verizon social channels.

What you'll see today

- **Social Ambition + Goals**
What we want organic social to do for the brand
- **Learnings + Implications**
Social audit highlights and audience analysis
- **Channel Strategy**
Where to post + how often
Platform best practices
- **Measurement**
Success metrics
Cadence and structure of reports
- **Content Strategy**
Why + what to post
- **Persona + tone**
Visual + voice guidelines
- **Process + Roles**
Community engagement guidelines
Roles + responsibilities

What informed our approach

- **Total By Verizon bedrock** and brand guidelines and tone
- **Social Audit** of Total by Verizon Instagram, Facebook, YouTube and Twitter
- Pre-paid and Total by Verizon **audience insights**
- **Native platform insights**
- **Channel best practices**



Our Challenge

Total by Verizon is still a relatively new brand with low awareness and followers. We need to differentiate TBV from competitors and from Verizon to drive choice.

Our Mission

We do on social what a phone does for our customers in their daily lives — keep them connected to everything they love.



Social Tone of Voice & Viz ID

**CONSISTENCY.
RECOGNITION.
PERSONALITY.**

It makes us relatable

**Who do we need
to appeal to?**

Meet Carmen

Hair stylist

Pursues musical passion side projects

Goal is to own her own salon one day

Surrounded by bilingual & “Spanglish” speakers

Lives with her family in the West Bronx



Meet Michael

Never leaves the house without his headphones

Public transit system master

Juggles bartending, serving and barista-ing.

Goal is to become a coding instruction

Constantly checks social feed

Admits he'll spend what he doesn't sometimes



Meet Sofia

Group chats are filled with the latest memes and gifs

Works retail as an aspiring stylist designer to pay for fashion school

Curates all her inspo on social

Believes hip-hop is more than music – it's a soap opera

Has earned high reputation points in Grand Theft Auto

**Beyond being their phone provider,
we want to be a cultural hub for our audience.**

**Social Media
is our
Love Language.**



Txt speak is 

We use I/Me/My 

Emojis help us say less 

We are

Tapped in

Authentic

Observationally funny

Socially savvy

Self-aware

Tapped in:

We're tapped into the things our audience loves—we're capable of being both general and specific in music, entertainment, fashion, sports, gaming—and we use phones as our lifeline to those things.

Authentic:

We genuinely care about people, and to express that, we're honest about who we are. We show the real daily lives of our audience.

Observationally funny:

We use observational humor to make people laugh, yes—and them, build relatability.

Socially savvy:

We speak internet. We're at the forefront of the latest memes, social media trends, formats and innovations. We use hashtags that are trending and emojis that relate to our audience.

Self-aware:

We know who we are, and we don't try to be anything we're not.

We are not

Try hard

Out of touch

Behind on the times

Generic

Not try hard:

We don't try hard to fit in. If there isn't a natural connection for us to engage in a space, we don't shoehorn ourselves in or make a moment about us.

Not out of touch:

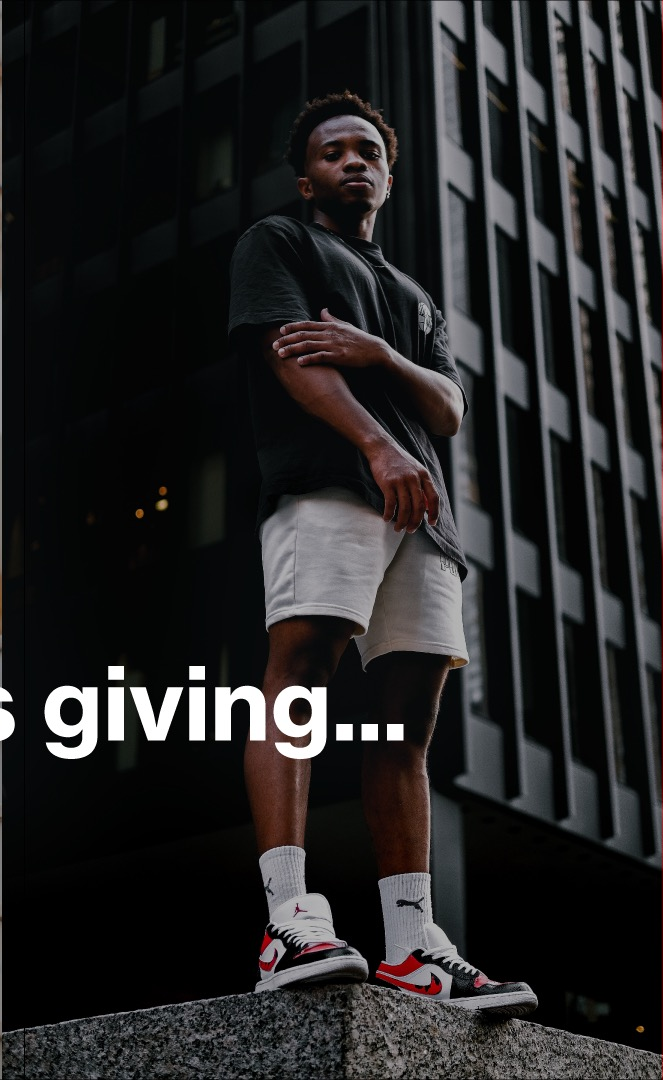
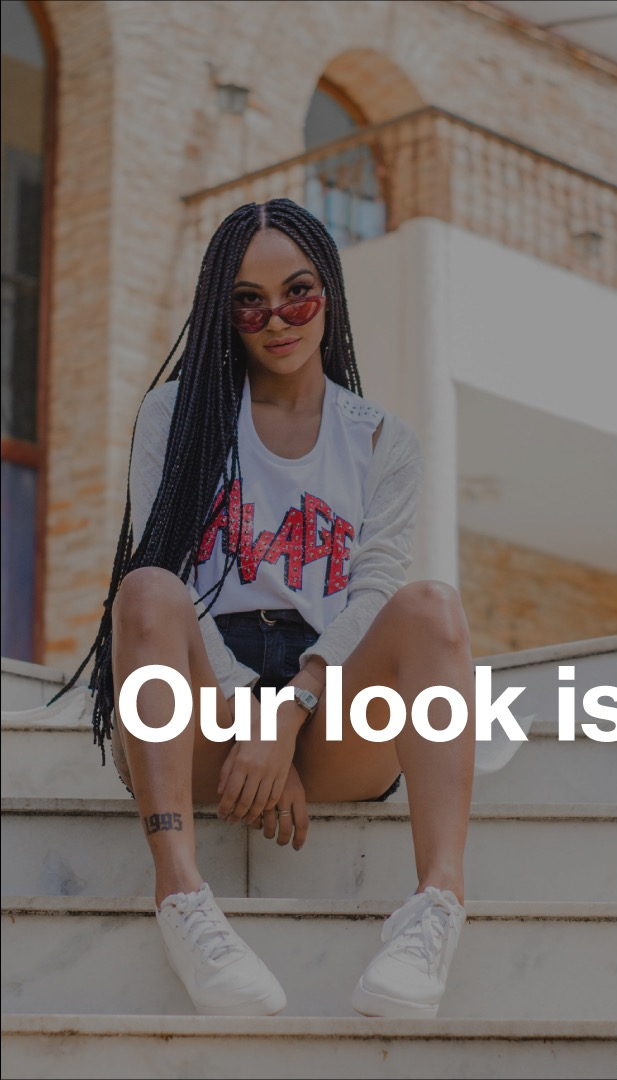
We don't hear about things after they happen. If our audience likes it, we already know about it and are prepared to engage with them about it.

Not behind on the times:

The internet is constantly changing, so we change with it.

Not Generic:

We're representative of real voices and passions. We take a human approach to our business, not a corporate one.



Our look is giving...

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+

Social
feed

PHOTOGRAPHY + VIDEOS

Could it be captured from a phone?

Could it be produced on platform?



SOURCING

Stock with a spin:

We use stock photos that don't feel overly staged and look like they could have been taken with a phone. We edit photos to give them a natural look and feel.

Raw Content from FCB:

We will use raw photography and videos from FCB to bring the All In campaign and branding to social media.

Creators & Influencers:

We'll work with creators and influencers who fit with our target audience to create video content that play into our main content pillars.

Shooting Ourselves:

We shoot photos and videos ourselves to create relevant memes and original content that feels natural and authentic.

Audio:

What is our potential?

Visual Language



Fonts:

We use our Verizon brand fonts in most of our content. We use platform fonts where necessary to convey a “made-in-platform” look and feel.

Type Treatments:

We use type treatments that are inspired by our audiences’ social feed and aren’t locked into a specific treatment on any post. We use all caps in social posts mimicking headlines and in social posts when we want to convey impact. In most, we use sentence case.

Colors:

We lean heavily into our red and reinforce with our black and white brand colors. We break up color blocking with complimentary accents.

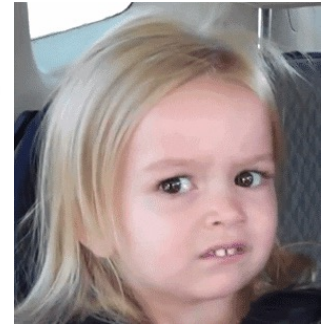
Gradients/textures/patterns:

We use a red and grey gradient as well as patterns to add depth.

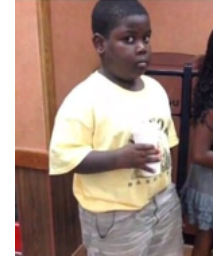
MEMES, GIFS & MORE



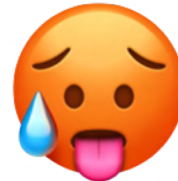
Me:
Also me:



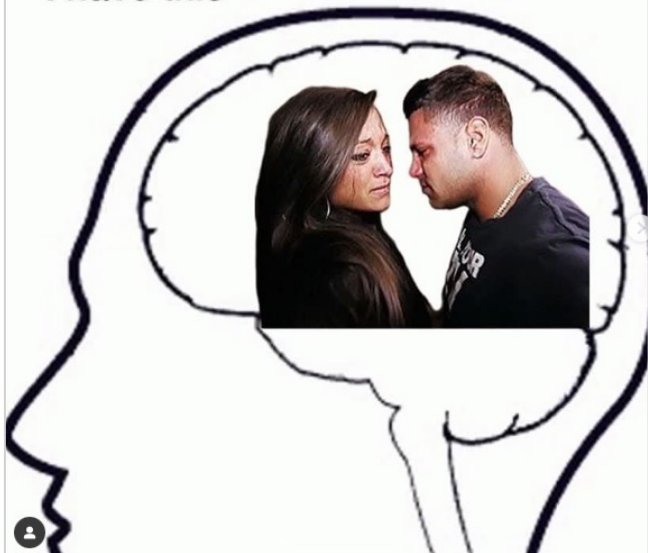
To Do:
To Done:



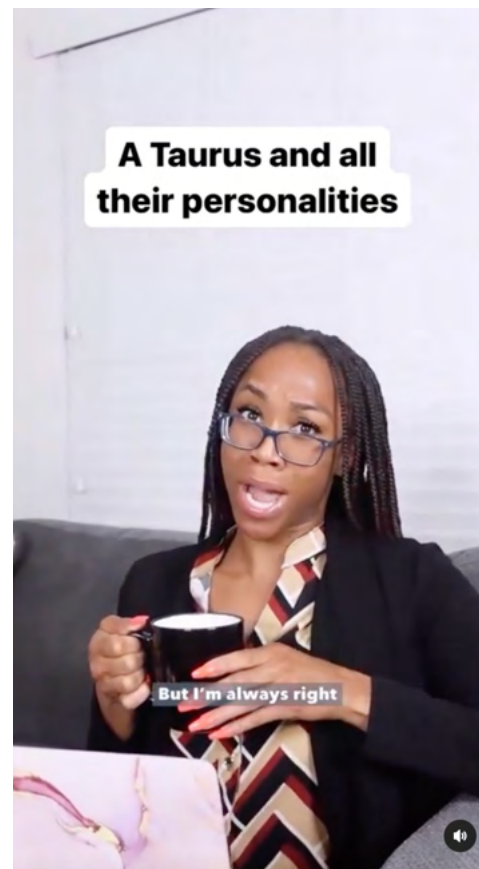
POV



Inside you there are two wolves,
I have this

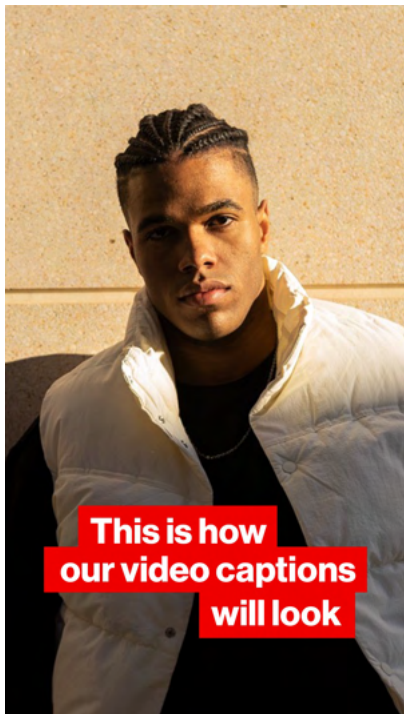


**A Taurus and all
their personalities**



But I'm always right

SOCIAL VIDEO



**WE SEE YOU
WE GET YOU
WE MAKE YOU LAUGH**

We know that...



**Phone
is life**



**Hustle
is a
lifestyle**



**FOMO is
unacceptable**



**Bilingual
is the
lingo**




Why Total

Phone is life



Screen time is high 

Checking their phone is like breathing 

Anxiety and panic ensue when without their phone 

Keeping a charge is a priority 



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Sorry for the things I said when my
phone was at 1%



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When you're already under the weighted
blanket but your phone's still on the dresser



Hope we can both move past this.



Me: I can fix them 🥰

Them:



you 🌟 deserve 🌟 an 🌟 upgrade 🌟

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the part of my brain that
mentally responds
to texts but actually
presses send a week later.



"hey sorry, just saw this..."



Hustle
is a
lifestyle


Public transit is their playground 🚆

Bodegas feed their souls and their text threads 🌯

Grind or be ground – they thrive in a fast-paced lifestyle 🔥

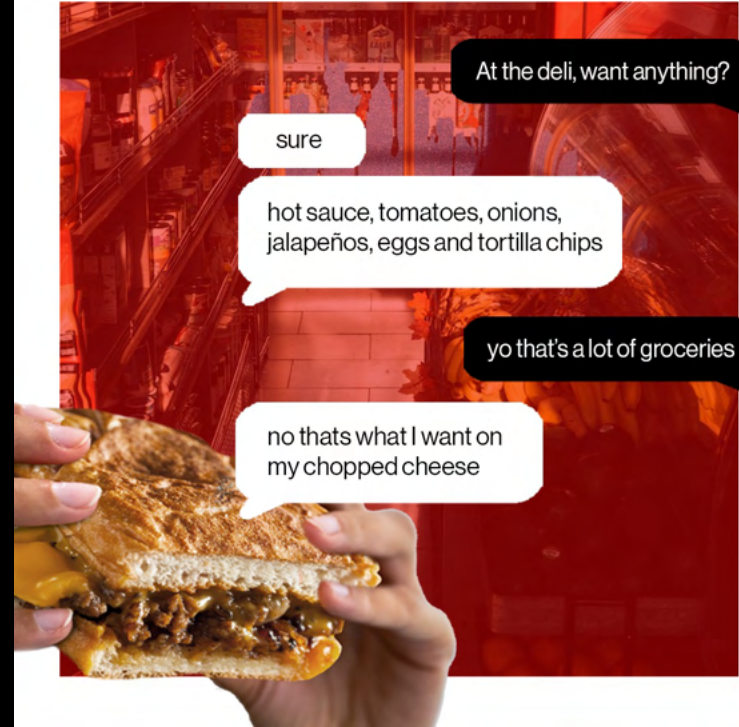
They could use some inspiration to keep going 🙌



I GET UP
SO EARLY
MY ALARM
CLOCK HAS
AN ALARM
CLOCK 

The day isn't going to seize itself.

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Unlimited data 🍌 unlimited toppings.



HOW LONG IS YOUR COMMUTE?



one phone call with mom

two and a half podcasts

three youtube videos

four text messages

5G data that moves around the city as fast as you do

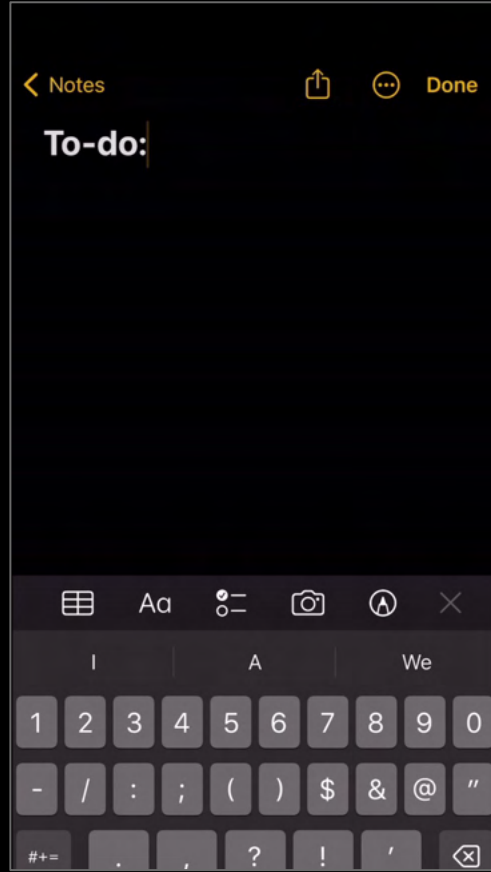
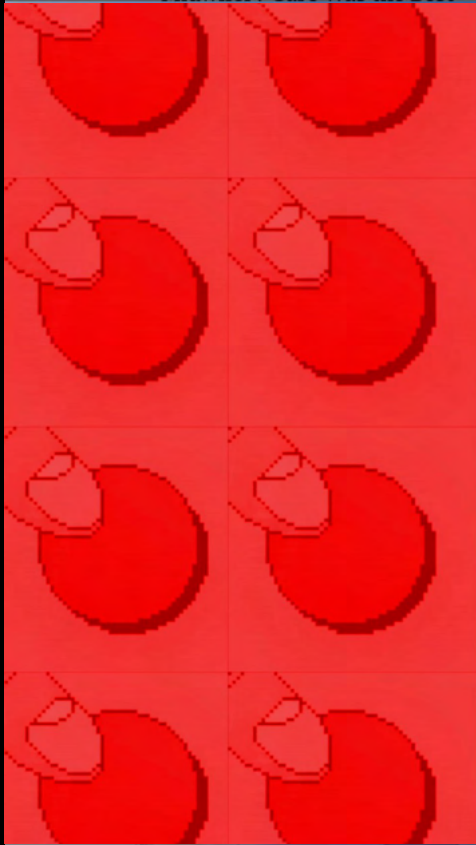
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RIDE THE TRAIN WITHOUT CRUSHING CANDY?

Couldn't be me.

Get that gold.



A photograph of a person at a concert with their arms raised in the air. They are surrounded by a crowd of other people, many of whom also have their hands raised. The scene is lit with vibrant, colorful stage lights, creating a bokeh effect in the background. The overall atmosphere is energetic and celebratory.

FOMO is
unacceptable

Missing the latest hip-hop album drop is a no-no 

Spending what they don't have on concert tickets is okay



They are on in-the-know with new gaming releases 

No stranger to the latest GIFs, memes and social trends





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Unlimited talent deserves unlimited talk & text about it. #PinkFriday2



**WHO'S
TRYING
TO LINK UP
AND PLAY
SOME 2K?**

The group chat today 🔥🏀🎮

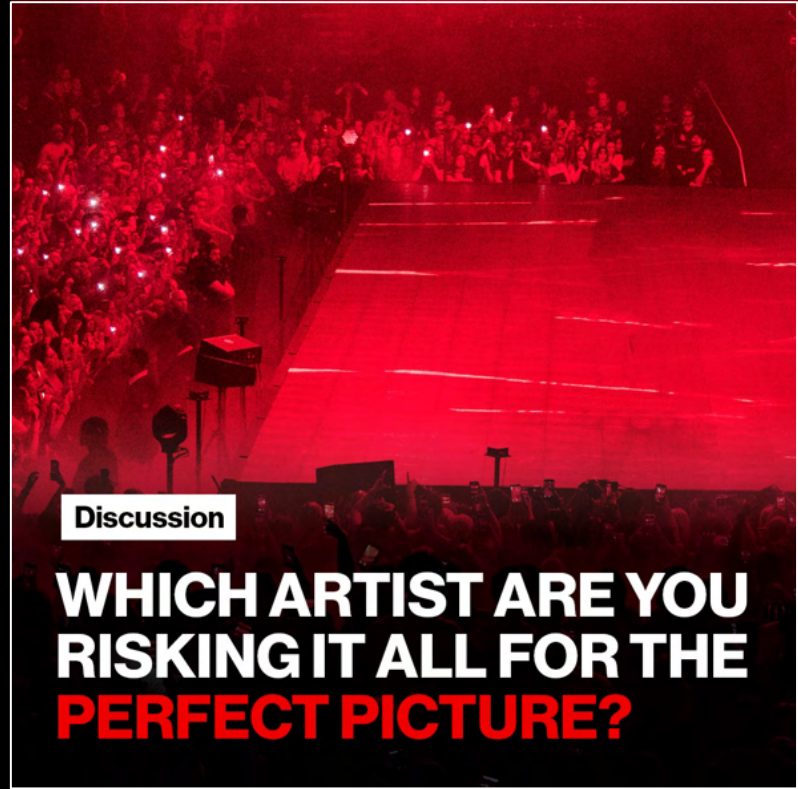
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Breaking

FAN GETS YELLED AT FOR TAKING A **SELFIE** AT CONCERT

This is your reminder to go on DND and enjoy the show



Discussion

WHICH ARTIST ARE YOU RISKING IT ALL FOR THE **PERFECT PICTURE?**





2024 tip off

MY DO NOT DISTURB
GOES ON IN...



1

0

:

2

8

:

0

6

hours

minutes

seconds



Bilingual is the Lingo

Spanglish is commonly used in group chats



Language is important to how they connect



Being caught up on the latest gossip is important



They use text speak and slang in different languages





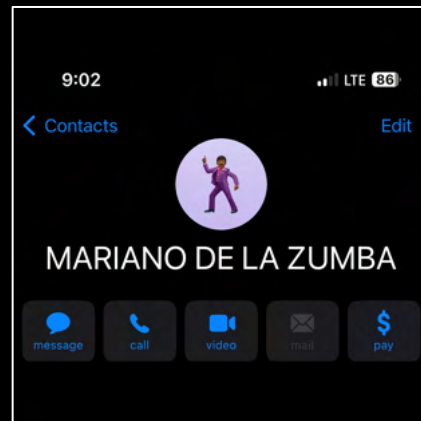
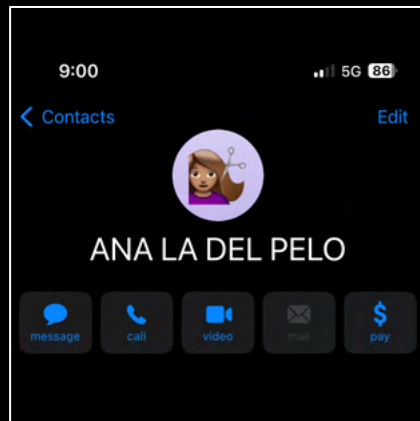
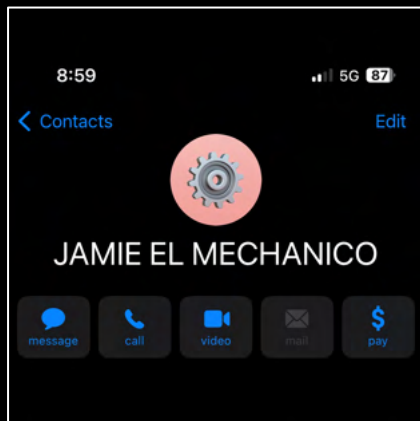
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Me: I'm not chismos@

Also me: when I hear mi mama hablando
con mi tia about some chisme



El chisme needs that reliable service



Tell us you have a Hispanic mom without telling us you have a Hispanic mom

Dichos

Mexico

Chale - damn

Ontas - wya

Esta canijo – its tough

Compa/man@ - brother

Hazme el paro – do me the favor

Orale – lets go

Neta – for real

Que padre – how cool/sweet

No manches – no way!

Buena onda – good vibes

Chido – cool

VZ/COL/DOM

Pasame la vaina – pass me that

Peru

Al toque – right now

Puerto Rico

Hanguear – hang out

Pana – partner, mate

Ay bendito – oh my god

Wepa – Yes! Lets gooo!

Bembé – party

Dominican

Vacano – cool

¿Qué lo que? - what's up

Un chin- a little bit

Tato- all good

Universal

Dale – sure

Chisme - gossip

Guatemala

Apachar- presionar o oprimir
(ej: apacha ese boton)

Patojo- un hombre joven
(adolescente)

Patoja- una mujer joven

Que pisado/está pisado- que
difícil/esta difícil

Dar jalon- give a ride to
someone

Muchá!- “hey y’all!”

Colombia

Parcero- Friend

Rumbear/salir de rumba-
dance/go out to party

Tenaz- Diffcult

Montarla- Make fun of

Emberracarse- Bothered

Bacano (una persona bacana
sería un bacán)- Good or

excellete

Chévere – Cool or good

De Una! - at once



Why **Total**
by Verizon

No contract means no commitment 🤗

Rather splurge on concert tickets than a cell phone plan 🙄

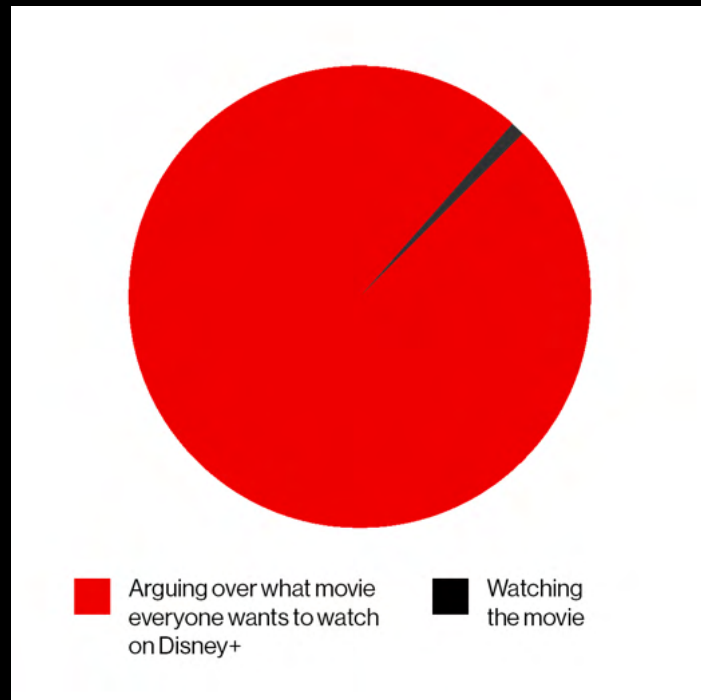
Their family plan includes friends *and* family 🧑👩👧👦

Getting Disney+ for FREE means reliving their childhoods 🧒

Unlimited talk & text enhances their group chat on game day 🏈



Because nobody has time for that.



Free Disney+ on select plans. You heard that right.



Good morning. I didn't just say morning because I woke up knowing I only paid \$25 for unlimited data this month.



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Me: looking for a long-term commitment

Also me: has no contract wireless



total by verizon presents

ALL IN FOUR

2022

featuring:

- The Unlimited Talk & Texts
- No Contracts**
- The Power of 5G

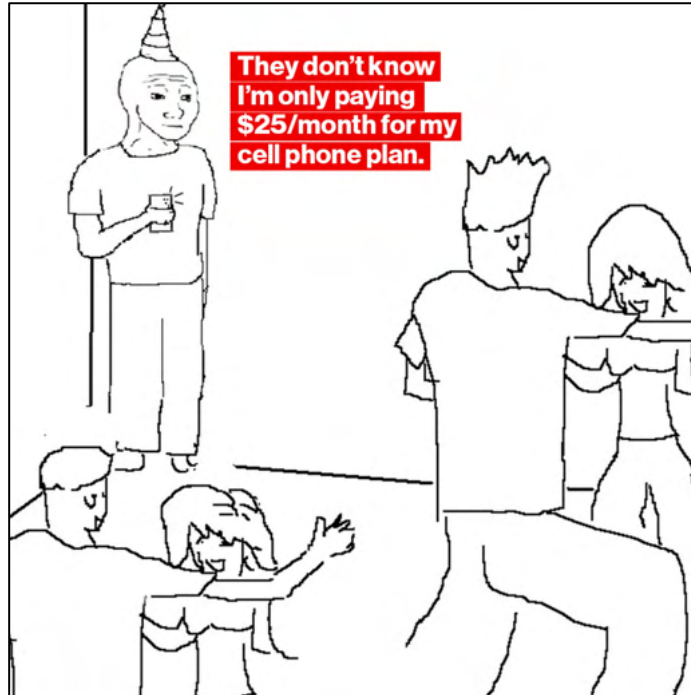
tickets: \$25/line/mo for 4 lines

This line up is STACKED



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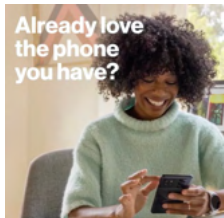
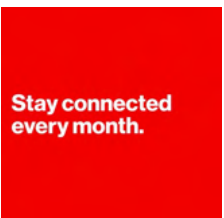
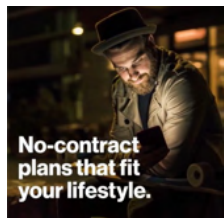
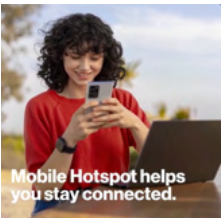
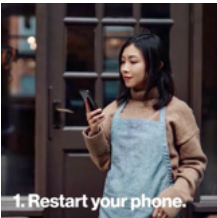
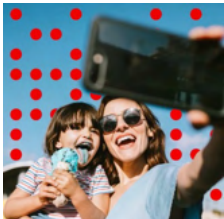
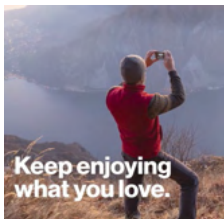
Me:



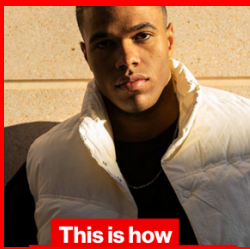
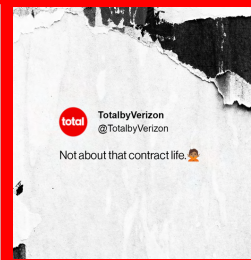
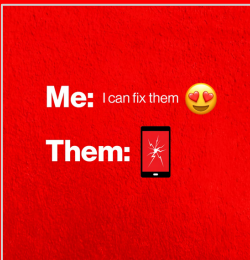
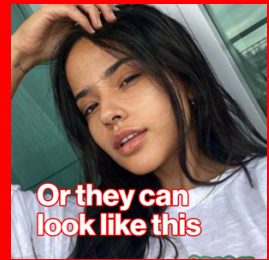
THE RESULT

FROM

- Manage Your Account
- Plans & Services
- Device Support
- And more



TO





**Phone
is life**



**Hustle
is a
lifestyle**



**FOMO is
unacceptable**



**Bilingual
is the
lingo**



Why Total