

Dispensing Social Guidelines

Introduction

This set of guidelines has been created to ensure all posts on Social Media:

1. Reflect brand strengths
2. Protect the integrity of the brand within our social media channels

QUALITY FIRST

Visual and Technical Checklist

Before sending in or posting your images, check against this list.

1. Is the product, look, or physician account the focal point?
2. If posting an image from an account, is Avène or Glytone the ONLY brand featured in the image?
3. Is your image well lit?(Bright, crisp, and clear)?
4. Is the composition well cropped and interestingly composed?
5. Does your image show off one of the following: your account, the product, texture, color, or end benefit?
6. Does your post include @BrandUSA, #Brand
7. Is your image creative with a clear message?



Do's – Lifestyle

Products laid out in an everyday life setting – in your bathroom, vanity or medicine cabinet.





Do's – Product Spotlight

An up close feature of a product or collection with no background noise



Do's – Professional Spotlight

Featuring a medical professional discussing their Favorite Avène/Glytone





Do's – Procedure Spotlight

Featuring a physician or aesthetician performing a procedure or using a post-procedure product





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Do's – Before & After Results

Featuring a before and after content is likely the most engaging content you will share. Potential customers want to see results!



Don'ts



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- Cross branding
- Looks messy
- Poor lighting



- Cross branding
- Poor lighting



- Not a product or brand focus
- Not on-brand
- Poor lighting



- Cute picture but poor lighting. **Bright, clear lighting is KEY.**