

# Zooming Media

## INTRODUCTION

In this document, you'll find mock-ups of social media posts written by our team for two example clients.

There are a variety of kinds of posts - link posts, image posts, text posts and posts linking to the sample client's website. They are set up as if queued to be posted to


Facebook, so you can get a feel for how the content would look once published.

The posts we write are 100% hand crafted just for you and your business. We never re-use content and every update we write is vetted by an editor before it goes live.

We produce content for a variety of local and online businesses on a variety of topics, including (but not limited to!):

3D design	Cosmetic surgery	Fashion manufacturing	Beauty supplies
Cooking / baking	Amazon stores	Car dealerships	Locksmiths
App development	Masterminds	Diet food sales	Promotional gifts
Education	Coffin sales	Pond supplies	Event ticket sales
Author fan pages	Farming	Magazine sales	Furniture sales
Internet marketing	Personal training	Pharmacies	Exercise equipment
Travel	Apple newsstand	Masonry	Real estate
Marketing for authors	publishers	Mattress sales	Restaurants
Custom paper goods	Small appliance sales	"Preppers" / survivalists	Doctors
Quitting smoking	Fishing	Affiliate marketing	Home goods
Podiatry	Health	Beer	Attorneys
Web hosting	Elder care	Golf	Juicing
Carpet cleaning	Outsourcing / VA's	Office furniture	Etsy merchants
MLM/business op	Trucking	Children's clothing	Pets
Ecommerce / retail	Photographers	Video marketing	Hobby / Craft

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 **Dr. John Green**  
December 31, 2014 at 4:05pm · 🌐 · 🌐

Our bodies are reflections of the choices we make. Stay in the loop for the latest natural health news - subscribe to our weekly newsletter!  
<http://www.drjohngreen.com/>

[Boost Post](#)

 **Dr. John Green**  
January 3, 2015 at 4:55pm · 🌐 · 🌐

When was the last time you had a good belly laugh? 😄



**It really is the best medicine!**  
Laughter boosts brain health and reduces stress hormone, study shows

Belly-laughter has been proven to reduce the stress...

NYDAILYNEWS.COM

[Boost Post](#)

 **Dr. John Green**  
January 1, 2015 at 4:30pm · 🌐 · 🌐

Green tea can boost your immunity and help ward off cancer - and it tastes amazing in smoothies. 😊



**11 Benefits of Green Tea That You Didn't Know About**  
Lifehack's Ciara Conlon shares some of the benefits of green tea that you didn't know.

LIFEHACK.ORG

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**Dr. John Green**

January 2, 2015 at 4:40pm · ☺ · 🌐

It smells so refreshing, too!



**Dr. John Green**

January 5, 2015 at 5:35pm · ☺ · 🌐

It's more than just a yummy summer treat!



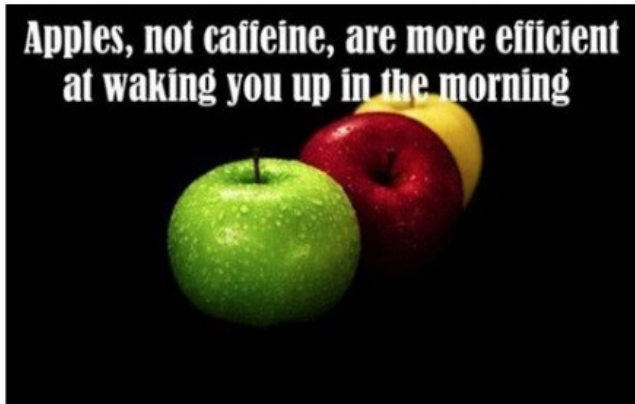
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Dr. John Green

January 4, 2015 at 5:10pm · 🌐 · 📍

The process of breaking down the natural sugars in an apple helps wake you up, and keep you awake, for as long as it takes your body to finish digesting it.



Dr. John Green

January 6, 2015 at 6:05pm · 🌐 · 📍

Have you subscribed to our newsletter yet? It's packed with helpful health tips, from recipes to the latest research. Check it out here: <http://www.drjohngreen.com/>

Boost Post ▾



Dr. John Green


January 8, 2015 at 7:10pm · 🌐 · 📍

Don't miss out! How long is your usual workout?

## DID YOU KNOW?



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 **Dr. John Green**  
January 7, 2015 at 6:40pm · 🌐 · 📍

Space out your 8 daily glasses for optimal health benefits!


**DRINKING WATER**  
at the correct time  
maximizes its effectiveness  
on the human body

**2** AFTER WAKING UP  
helps activate internal organs

**1** 30 MINS BEFORE A MEAL  
helps digestion

**1** BEFORE TAKING A BATH  
helps lower blood pressure

**1** BEFORE GOING TO BED  
to avoid stroke & heart attack



Live life. Love life  
- Yummy Versace

 **Dr. John Green**  
January 9, 2015 at 7:25pm · 🌐 · 📍

"We found that a single alcohol binge can elicit an immune response, potentially impacting the health of an otherwise healthy individual."



**Four glasses of wine is enough to harm your health, scientists say**

Unwinding in the pub on a Friday night could be wrecking your health - just four...

INDEPENDENT.CO.UK

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**Sweet and Candid Photography**

January 1, 2015 at 6:35pm · 🌐 · 📍

The lady of the hour! What's the most beautiful wedding you've ever attended?



SweetAndCandidPhotography.co.uk



**Sweet and Candid Photography**

December 31, 2014 at 4:05pm · 🌐 · 📍

No more stuffy, staged wedding photos! Let your love and your lifestyle shine through with candid, documentary-style images of your big day. Call us for a quote today: <http://www.SweetAndCandidPhotography.co.uk>

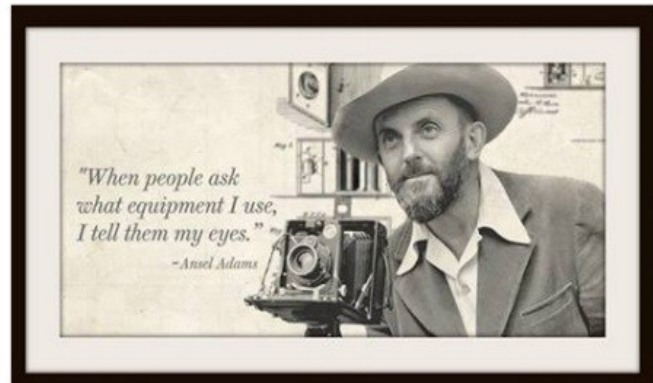
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**Sweet and Candid Photography**

January 3, 2015 at 4:15pm · 🌐 · 📍

YOU create the photograph - the camera can only record it. 😊



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**Sweet and Candid Photography**

January 2, 2015 at 4:20pm · 🌐 · 📍

These shots will blow your mind - he did it all with just a \$200 point and shoot camera! 😊



When I Finally Realized What I Was Seeing, This Was The Coolest Thing Ever. Look Closer.

Awesome Stories. Pass 'em on.

[VIRALDOZA.COM](http://VIRALDOZA.COM)

Boost Post ▾



**Sweet and Candid Photography**

January 5, 2015 at 6:15pm · 🌐 · 📍

Sparks fly when we're together. ❤️



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 **Sweet and Candid Photography**  
January 6, 2015 at 3:15pm · 🌐 · 📷

Love is sweet when it's new, but it's sweeter when it's true.



[SweetAndCandidPhotography.co.uk](http://SweetAndCandidPhotography.co.uk)

 **Sweet and Candid Photography**  
January 4, 2015 at 5:15pm · 🌐 · 📷

The bride must be so thrilled to have those precious pictures back!



**Stranger's Craigslist Post Helps Woman Get Back Her Wedding Photos - CBS Los Angeles**  
A few weeks ago, a woman found a memory card containing Rojas' photos while...  
[LOSANGELES.CBSLOCAL.COM](http://LOSANGELES.CBSLOCAL.COM)

[Boost Post ▾](#)



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**Sweet and Candid Photography**

January 7, 2015 at 4:15pm · 🌐 · 🌐

The Tower Bridge image is especially touching - where do you imagine those children are now? 😊



**In pictures: London now and then**

Old meets new in hybrid images from the Museum of London - and a new app allows people to make their own.

BBC.COM

Boost Post ▾



**Sweet and Candid Photography**

January 9, 2015 at 6:25pm · 🌐 · 🌐

When was the last time you had a family portrait done? Take advantage of our 'We Are Family' promo! Enjoy 50% off all Family portrait packages! <http://www.SweetAndCandidPhotography.co.uk>



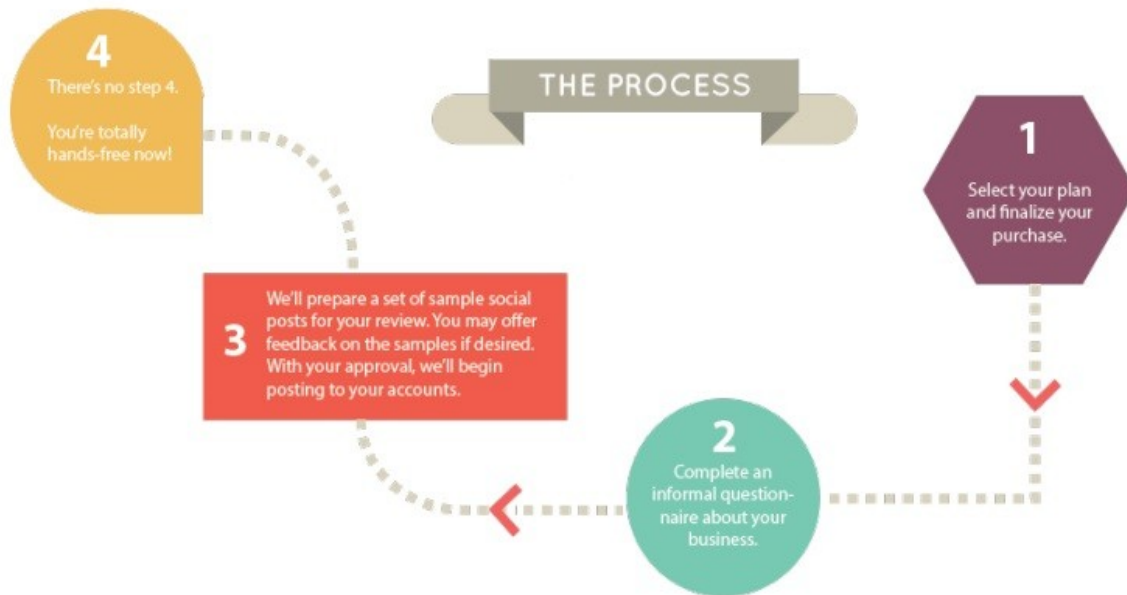
**Sweet and Candid Photography**

January 8, 2015 at 5:15pm · 🌐 · 🌐

Do your little ones love the beach? It's the perfect place to capture that innocent joy and wonder.



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After selecting your plan and finalizing your order, you'll be directed to a questionnaire to complete about your existing social accounts, your business and the tone you'd like your social accounts to take.

Once we receive your completed questionnaire, we'll set your accounts up in our internal posting system. We may have additional questions for you so we're 100% clear on the types of posts you want, topics and "voice" you'd like for your social accounts.

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We'll then create a sample set of posts for your review. They are meant to be an example of the kinds of content we think would be a match for your niche, and you'll have the opportunity to review them and give feedback before we begin posting.

As soon as you give us the "Go ahead!" signal (by approving your sample posts) we'll begin posting on your behalf to your social accounts.

At that point, you can be as hands-free as you'd like. Many of our clients let us manage their accounts completely and never even log in to their Twitter, Facebook or Google+ accounts once we've begun our work. Some clients continue to post their own updates when inspired, in conjunction with our postings.

We'll take care of ensuring your accounts continue to have interesting, relevant and on-topic content posted to them so you can focus on what matters to you.