

## SOCIAL MEDIA - INFO & GUIDELINES

All available social media images for this campaign are available for instant download and located in the corresponding zipped folder that can be downloaded from the PMC.

\*In order for PANDORA to stay on-brand, ALL social media materials must be created by our in-house designers and remain unedited.

### PAID SOCIAL

Social media continues to be a powerful channel for PANDORA initiating such great engagement with our consumers. Paid Facebook is NOW eligible for co-op starting in 2016, but should be focused at the zip code level around your store, primarily on local events. Allow the national Facebook plan to drive the traffic during promotional periods.

**Make sure to include all the corresponding text under the selected image.**



504 x 504 pixels (Facebook Timeline Images)  
 1200 x 900 pixels (Facebook Ads)  
 1200 x 627 pixels (Facebook Ads)



1080 x 1080 pixels (Instagram Post Image)



*Also available for closed Sunday & Monday.*

#### **Post 1**

Starting May 25th to May 29th when you buy PANDORA Jewelry you SAVE with the Save More Event! See store for details.


#### **Post 2**

The PANDORA Jewelry Save More Event is the perfect way to kick off your summer in style. Spend \$125 and save \$25 - and the savings only increase from there! See store for details.


#### **Post 3**

Today is the last day of the Save More Event. Don't miss out on your chance to save on PANDORA Jewelry! See store for details.

Make sure to include all the corresponding text under the selected image.



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1080 x 1080 pixels (Instagram Post Image)

1



BUY \$125  
SAVE \$25

PANDORA

What are you waiting for! Happening now, buy \$125 of PANDORA Jewelry and save \$25 - and the savings don't stop there! See store for details.

2



BUY \$300  
SAVE \$75

PANDORA

Get rewarded for shopping the looks you love and take advantage of the Save More Event from PANDORA Jewelry. See store for details.

3



BUY \$500  
SAVE \$150

PANDORA

Now is your chance to buy and save more with PANDORA Jewelry. From May 25th-May 29th shop the Save More Event. See store for details.