

# Odyssey Nutrition

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**Key Informant:** Stephen Adams, store owner

Contact: adonisoffitness@gmail.com | (614) 900-6264

Location: 30 E State St, Athens, OH 45701

Social Channels: [Facebook](#) | [Twitter](#) | [Instagram](#)

**Media Firm:** Athens Media Consulting

Contact: athensmediaconsulting@gmail.com

Consultants: Elizabeth Chidlow, Alex MacLeod, Kaitlin Janes, Rachel Roberts and Olivia Wise

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## Executive Summary

Athens Media Consulting (AMC) hopes that Odyssey Nutrition will utilize the information found in this portfolio to help build brand awareness, grow its audience and retain its customers. AMC's consultants - Elizabeth Chidlow, Alex MacLeod, Kaitlin Janes, Rachel Roberts and Olivia Wise - want to first thank Odyssey Nutrition's owner Stephen Adams for allowing it to use his business in this strategic social media project. The client was enjoyable to work with, and the firm strongly believes that his business has great potential for the years to come. In this portfolio, Odyssey Nutrition will find an outline of AMC's efforts to enhance the store's social media presence. This includes an explanation of the firm's social media audit and REAL report, and the strategies and recommendations that grew from AMC's findings. Additionally, Odyssey Nutrition will find an overview of AMC's keyword analysis, illustrations and explanations of content buckets and a content calendar, and, additionally, an idea of social media policies and a budget that the store can implement.

After a semester-long study of the business, it became clear to Athens Media Consulting that Odyssey Nutrition will not be able to expand its audience with the current social strategy it has in place. This conclusion is rooted in the fact that there is no current social strategy, guidelines or policies in place to help Odyssey Nutrition critically analyze and understand the impact of its social media on brand awareness and customer retention. Moreover, the voice of the brand is at risk of inconsistency and confusion with the lack of content planning and scheduling.

For the reasons listed above (digitally savvy consumers and inconsistent social presence), Athens Media Consulting developed a campaign that focuses on building brand awareness, growing an audience and retaining customers for Odyssey Nutrition. The tactics that evolved from Athens Media Consulting's social media audit and survey findings incorporate adding a new social media account to Odyssey Nutrition's digital presence, as well as using social media monitoring and scheduling software to control the brand and the voice of the business.

### **Client Information and Background**

In August 2017, Odyssey Nutrition became a new business in Athens, Ohio. Considered a nutritional club, the store serves smoothies, healthy meals and protein shakes with more than 35 flavors. Unlike other traditional smoothie places, Odyssey Nutrition is completely focused on promoting a healthy lifestyle. This is illustrated by its plant-based, protein-packed shakes that include a complimentary, digestion-aiding aloe tea. All of the shakes are made using the global nutritional brand Herbalife, for which all of the co-owners serve as representatives. Stephen Adams, a former student athlete at Ohio University, is one of those co-owners and the face of Odyssey Nutrition. In a Post interview, he said that he opened the business with the objective to help peers live healthier, more active lifestyles in the Athen's area (Johnston 2017). The business has an Instagram, Twitter and Facebook that also serves as the business's main platform and provides general information about the business.

## Social Media Audit

### Overview

In August 2017, Stephen Adams, a former student athlete at Ohio University, opened Odyssey Nutrition to the community of Athens, Ohio. Odyssey Nutrition is smoothie and juice bar that serves a large variety of Herbalife products. Adams was quoted in The Post saying that the overall purpose of the business was to “provide overall health and wellness and positivity to the environment” (Johnston 2017). The business currently uses Facebook, Twitter and Instagram to grow and retain its target audience.

### Target Audience

Odyssey Nutrition’s target audience are digitally savvy individuals that are between the ages of 18-23 years old who are interested in wellness and fitness. According to Forbes, the popularity of the health and wellness trend is visible across consumer groups; However, it is reported to be most prominent in millennial consumers (Weinswig 2017). Moreover, the business is located right off the campus of Ohio University where this consumer group is abundant and in search of the solution to the freshman 15. Additionally, since the business relies on social channels as key locations for disseminating information, the target audience must also be active on social media like Twitter, Facebook and Instagram.

### Current Social Media Activity

Odyssey Nutrition uses its social media platforms to keep customers updated about its hours and offerings, and to engage with current and potential customers. It uses photos and videos to illustrate what a visit to the store might look like, or to show different smoothie and shake options. The social media platforms are not extremely persuasive or consistent with each other as far as imagery, fonts, and colors go.

Odyssey Nutrition's Facebook has 779 likes and 809 followers. The account has 78 reviews and maintains a 4.9 out of 5 stars rating. The account posts to Facebook approximately once or twice per week. It typically posts early in the morning, especially when posting the hours of operation. However, it will occasionally post in the middle of the night around 2 or 3 a.m. Facebook engagement is low as most posts only have one or two likes. The business encourages engagement, though, by giving a dollar off for customers who "check-in" on Facebook when they come to the store.

Odyssey Nutrition has 733 followers on Instagram. On average, Odyssey Nutrition posts to Instagram every few days, but it has become more active in the past week, posting nearly every day. It also tries to keep its Instagram story updated with boomerangs, surveys or pictures to keep the audience engaged and updated. The account does a better job on Instagram showing the voice of the brand, but there are no guidelines in place for posting and most posts are about store hours. Posts typically get anywhere between 10 and 50 likes, so there is more engagement on Instagram than on Facebook. It regularly uses different fonts for text, and the colors are all over the place.

Although the company colors are bright green, the Instagram has a palette of pink and blue.

Odyssey has 101 followers on Twitter and posts approximately once per week. It often posts the same content to Facebook and Twitter, with most of the posts being about opening and closing times. The photos it uses appear to mostly come from outside sources without photo credit. It sometimes retweets local and relevant information from other Twitter users, specifically news from Herbalife.

#### Competitors' Social Media Activity

Boyd Market and Nelson Commons are both on campus venues that cater to students who have a meal plan. The Smooth Moves section of Boyd specializes in smoothies, including a combo option like Odyssey Nutrition's shake, tea and aloe shot combo order. However, a smoothie comes with a health bar or muffin, and a choice of fruit instead of various holistic beverages. This combo is equivalent to one meal swipe, but can be purchased with Bobcat Cash, cash or card as well. Nelson Commons offers smoothies at the Southside Espresso Bar. This option can be purchased with Flex Points, Bobcat Cash, cash or card.

Boyd Market and Nelson Commons both rely on the social media of Culinary Services for exposure. Culinary Services does not have a Facebook or Instagram. Its Twitter has 3,154 followers and 1,227 likes. However, the account has not posted about the healthy alternatives found at these two competitors of Odyssey Nutrition in the past three

months. However, Culinary Services is planning to launch a social media platform for the campus cafes, so they could potentially receive more exposure once that happens.

### Engagement

Since Odyssey Nutrition's primary form of communication outside the store is social media, its stakeholders are individuals that follow company online. These users like, retweet or share the information that Odyssey Nutrition wants to spread, while also posting their own content that promotes the brand.

The social accounts have been dropping in engagement since 2017. The highest engagement seen on Twitter was in November 2017 for a coupon deal, whereas the highest engagement on Instagram and Facebook was on February 2, 2018. This engaging post was a video of customers hanging out in Odyssey Nutrition and showing off what shakes they were consuming. The video attracted 328 views and 10 likes in 22 hours on Instagram, and 272 views, 45 likes and 4 comments in one day. The level of engagement this video had could be from the environment that the video portrayed in the store and the hashtags that Odyssey used to help increase engagement.

Odyssey Nutrition is run by engaging and welcoming employees, and its social media illustrates this demeanor. However, there is no consistency to its engagement. Posts are sporadic and the accounts appear to only be active when a coupon or event is coming up. The highest engaging posts tend to include photos or videos of employees and/or customers interacting with the store products and conversing with customers.



### Social Media Voice

Stephen Adams is both the image of Odyssey Nutrition as well as the voice of its social media presence. Motivational and upbeat would be the words that would describe the tone that Adam uses both in person and online. His influence is also seen in the way his employees treat customers. Like their boss, employees are more than ready to inspire and socialize with any individual that enters the store. Due to the age of both the employees, the co-owners and the customers, the language used online is very conversational and young. Slang is easily understood, and posts are exuberant with hashtags and emojis. In short, the online voice of Odyssey Nutrition seeks to motivate and welcome customers to the healthy lifestyle it promotes by speaking their language, by being welcoming both in person and online, and by truly wanting to help them make a change.

### Listening and Monitoring

The business only uses the free analytic tool offered by Instagram, which tracks followers lost and gained, impressions made, website clicks and follower demographics.

### Social Media Budget

Odyssey Nutrition uses all free social media platforms and does not have a social media budget.

### Social Media Support

Stephen Adams, Derek Tittle and Gabby Morgan are the only social media account managers for Odyssey Nutrition. Tittle primarily handles Twitter while Morgan and Adams take turns managing Instagram and Facebook. Their duties include creating content, managing social platforms and providing immediate feedback to customers online as well as working the counter for Odyssey Nutrition's location on East State Street.

### Social Media Policy

There is no formal social media policy or guideline document in place at this time.

### Implications

In summary, Odyssey nutrition is using its social media to raise awareness about the opening of the new shop and to gain a loyal customer base. After being open for approximately six months, its quick attraction of 733 followers on Instagram, 809 followers on Facebook and 103 followers on Twitter is impressive. Research for this audit highlighted that the business uses its platforms to post about hours and promotions and to remind customers that it is an option for healthy alternatives near campus. Odyssey Nutrition's main competitors Boyd Market and Nelson Commons do not currently have social media, which gives Odyssey Nutrition an advantage with millennial customers. However, the brand standards across the platforms are inconsistent and the engagement on the social media platforms has been dropping since it opened in August 2017.

Athens Media Consulting does not believe that Odyssey Nutrition will be able to expand its audience with the current social strategy it has in place. This conclusion is rooted in the fact that there is no strategy or structure in place to help Odyssey Nutrition critically analyze and understand the impact of its social media on brand awareness and customer retention. Moreover, the voice of the brand is at risk of inconsistency and confusion with the lack of content planning and scheduling. Hootsuite, a social media scheduling and monitoring software, is AMC's recommendation for Odyssey Nutrition as it will help with controlling the brand standards and the brand voice.

### REAL Report

Social media are strong platforms where Odyssey Nutrition can see its business grow. The aforementioned findings and insights clearly reveal that creating a following and enhancing brand awareness are crucial strategies that need to be implemented in its upcoming social campaign. Snapchat, for example, is an uncharted territory with a strong following that the business can tap into. Adding Snapchat to the social media campaign instead of just focusing on current accounts is a move that Athens Media Consulting believes will expand the audience of Odyssey Nutrition and increase its social following and brand presence. One small tactic that could be implemented at a low cost is to have coasters displayed on the store's counter and tables with Odyssey Nutrition's unique Snapcode. The image can also be reprinted on flyers, press releases and posted on other social media accounts. This tactic is currently present at OMG! Rotisserie, which is another new business on Court Street. Additionally, most respondents were seniors at Ohio University. This insight opens up many doors for

Odyssey Nutrition to increase engagement and help raise brand awareness. Tagging incoming freshman on Instagram during the first week of school, for example, may work to begin brand loyalty early on in the students' college experience. Moreover, there is quite a number of respondents that found themselves to be "indifferent" to Odyssey Nutrition's content and who found themselves "indifferent" to being tagged by businesses on social media. Although the business is not inciting emotional responses to its current content, this does give Odyssey Nutrition the space it needs to revamp its content without losing followers.

In conclusion, Odyssey Nutrition's brand awareness and social media following is not as strong as its social accounts made Athens Media Consulting originally believe. Although it has a large number of followers on all of its accounts (Facebook, Twitter and Instagram), the data from this survey says otherwise. As aforementioned, Athens Media Consulting will be focusing heavily on building Odyssey Nutrition's brand awareness and engagement on its following on social media: Twitter, Facebook, Instagram and, hopefully, Snapchat.

### **SMART Goals**

The first SMART goal for Odyssey Nutrition is to increase its engagement on Instagram and Twitter by 15 to 20 percent respectively by Sept. 1, 2018. Growing Odyssey Nutrition's audience will allow it to reach regions other than Athens, Ohio. Instagram is currently a hot spot for up-and-coming businesses and a hub for college-age users. Growing a following on Twitter will also help the business reach and engage with its

target audience.

The second SMART goal for Odyssey Nutrition is to implement cohesive voice, colors, fonts and imagery on 100 percent of all platforms respectively by September 1st, 2018. Cohesive brand standards will keep Odyssey Nutrition's purpose and brand voice in line as it gains followers and grows its business. Brand standards are an important part of marketing, especially digital marketing where aesthetics attract customers. It will also work toward increasing brand awareness and brand recognition, which in turn will strengthen the presence of the business and its influence on customer purchase decisions.

### **Social Media Strategies and Recommendations**

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### **Keyword Analysis**

Athens Media Consulting began its keyword research by first establishing the targeted location as Athens, Ohio. After doing this, it searched for words related to the mission of Odyssey Nutrition. These words include "health," "fitness," "work out," and "lifestyle." Following this basic research, the phrases and keywords below emerged:

| <b>Keyword</b>          | <b>Clicks</b> | <b>Impressions</b> | <b>Competition Level</b> |
|-------------------------|---------------|--------------------|--------------------------|
| 1 - Healthy meals       | 19,959        | 340,410            | Medium                   |
| 2 - Healthy food        | 14,910        | 272,136            | Low                      |
| 3 - Healthy living      | 3,960.18      | 77,211.23          | Low                      |
| 4 - Healthy diet plan   | 2,374         | 35,191             | Low                      |
| 5 - Healthy eating plan | 1,190.45      | 24,392.86          | Medium                   |
| 6 - Healthy lifestyle   | 781.08        | 18,645.72          | Low                      |
| 7 - Healthy drinks      | 4,223         | 94, 301            | Medium                   |
| 8 - Diet programs       | 2,883         | 48,579             | Low                      |
| 9 - Fitness             | 101,220       | 2,024,599          | Low                      |
| 10 - Health food stores | 2,142         | 44,400             | Low                      |

As one can see in the table above, the keywords have relatively low competition in Athens, Ohio, and the average search (impressions and clicks) is relatively high.

Moreover, the words align well with the mission of Odyssey Nutrition and accurately illustrate its purpose as a business. Athens Media Consulting urges Odyssey Nutrition to take search engine optimization into account for its business strategy as doing so will increase the visibility of its platforms and lead to a higher number of visitors to its accounts and, in turn, its store.

## Content

### Content Bucket

The first SMART goal for Odyssey Nutrition is to increase its engagement on social media by 15 to 20 percent respectively by Sept. 1, 2018. The second SMART goal is to implement cohesive voice, colors, fonts and imagery on 100 percent of all platforms respectively by September 1st, 2018. For the purpose of this content creation assignment, Athens Media Consulting will be focusing on the month of April 2018.

Under the first SMART goal, Athens Media Consulting developed two strategies:

Odyssey Nutrition will interact with customers on its social media platforms, and Odyssey Nutrition will promote discounts and specials for its followers. The first strategy includes a content bucket with three ideas pertaining to interacting with customers. The ideas and examples are below:

*(IDEA 1) Odyssey Nutrition will interact by tagging consumers who purchase a product at their store.*

Snapchat: Since Snapchat does not really have a tagging feature, Odyssey Nutrition can use this platform to highlight customers by name or include their Snapchat username their story posts when they come into the store.

Instagram: Odyssey Nutrition can tag customers both in regular posts and within their Instagram stories when they make a purchase to showcase customer loyalty and encourage others to stop in the store.



Facebook: Similar to Instagram, customers will be tagged in posted photos or stories when they make a purchase.

*(IDEA 2) Odyssey Nutrition will create and share a unique Snapcode for its new Snapchat account.*

Snapchat: Odyssey Nutrition can display this snapcode around the store and on the iPad customers use to check into to encourage adding them as a friend. Similar to the way customers receive discounts for showing that they are at Odyssey using their individual Instagram story, this can be another way for them to receive that discount when they have shown that they have added Odyssey Nutrition on Snapchat.

Instagram: Odyssey can make a general post including the Snapcode as well as add it to the story every once in a while to remind customers to add it.

Facebook: Similar to Instagram, Odyssey can post the Snapcode in general posts and stories and encourage customers to add them for discounts and deals.

*(IDEA 3) Odyssey Nutrition will update followers on any store changes and upcoming Herbalife events.*

Snapchat: Snapchat can be used as a way to post general reminders, hours, and important information regarding the store through images and videos.

Instagram: Instagram can have the same purpose as Snapchat in the sense of posting reminders and information through videos, story updates, boomerangs and general posts.

Facebook: Facebook can show updates and information in the same way as the other two platforms through story content and general posts.

NOTE: All of these reminders and posts should be consistent across all platforms to avoid customer confusion and make sure information is communicated clearly.

The second strategy also has three ideas, which Athens Media Consulting illustrates below:

*(IDEA 1) Odyssey Nutrition will host giveaways every two weeks to a follower that interacts with them the most.*

Snapchat: Followers can promote Odyssey Nutrition's products on their Snapchat stories. By using Odyssey's Snapcode that will be put in place at the front desk for its Snapchat account, Odyssey will be able to track followers and customer engagement through this app.

Instagram: People who follow Odyssey on Instagram can interact with the account by liking their posts, re-posting their pictures, and tagging Odyssey on their personal accounts.

Facebook: Since Facebook is one of Odyssey Nutrition's biggest followings, there will be many interactions that come from it. Customers of Odyssey can follow, like, and recommend people to their Facebook page. They can also check-in on this platform, which already gives a discount.

Whoever interacts the most with Odyssey Nutrition throughout these three platforms will be the winner. Giveaways include Herbalife merchandise or coupons for Odyssey Nutrition's products.

*(IDEA 2) Frequent visitors to Odyssey's store will put them in the running for a giveaway.*

Each time a visitor enters the shop, they will be handed a slip of paper to put their contact information on. This will be entered into a basket of other customers over a two week period. Along with the customer who interacts most online every two weeks, there will be an in-store drawing. One person will be drawn from the slips of paper to receive a giveaway.

*(IDEA 3) BOGO for a loyal customer bringing in a new customer.*

Odyssey Nutrition is an extremely positive and friendly environment. Loyal customers who are well-known to the shop can promote Odyssey's brand by bringing in new clients. Those people will be awarded a BOGO coupon for a Herbalife smoothie.

The second SMART goal also has two strategies: Odyssey Nutrition will only use the brand standards of Herbalife for its content, and Odyssey Nutrition will only use images

that show its own products or the products of Herbalife. The first strategy includes these three ideas:

*(IDEA 1) Odyssey Nutrition will use the colors listed in Herbalife's brand standards in its visual content. Sticking to the color codes provided will make Odyssey appear more professional, branded and recognizable. The pictures below demonstrate using approved colors for photos, text and background colors.*



Example for Facebook: promotes local interests and uses proper brand standards.



Example for Instagram: uses brand standards and user can tag the customer on their respective shake or tea.



Example for Twitter: encourages engagement and follows brand standards.

*(IDEA 2) Odyssey Nutrition social strategists will use the same tone and grammar in posts. They should maintain their upbeat, knowledgeable voice on all platforms.*

Good: \*NEW FLAVOR ALERT\* Come try one of our 35+ healthy meal replacement flavors today!

Bad: We would be delighted if you would come in and test our newest shake flavor.

Good: We closed up shop today for an Herbalife conference! We'll be back in action 8 am Monday and can't wait to serve you up some delicious, protein-packed shakes.

Bad: Unfortunately we are closed today, we apologize for any inconvenience.

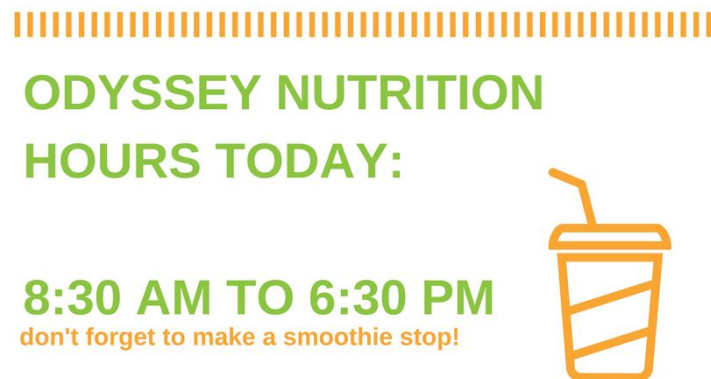
Good: Have you had your shake today?! Come see us this week and get a dollar off when you check into our location on Facebook!

Bad: We have gr8 shakes u should try us 2day

*(IDEA 3) Odyssey Nutrition will integrate the font of Herbalife into its content. Herbalife asks its distributors to use either Helvetica or Arial, and Odyssey Nutrition should abide by these standards.*



Example for Instagram: trendy and visually appealing.



Example for Facebook: informative and to-the-point.



Example for Snapchat: simple and straightforward.

The second strategy also focuses on brand promotion and visuals. These are the three content ideas included in the content bucket:

*(IDEA 1) Posting images of customers enjoying their Odyssey Nutrition's products.*



Facebook: “‘Customer’ and her friends enjoying their healthy BOGO shakes at Odyssey Nutrition this morning!”



Instagram: “Gwen, Bailee and Kerry took a half hour out of their day to live a #healthierlifestyle with us at Odyssey Nutrition.”

NOTE: The customers will be tagged on the photo.



Snapchat: “One healthy food program, over 35 flavors to try”



*(IDEA 2) Visuals that illustrate what the ingredients and nutrients are included in an protein shake and tea.*



Facebook: Want to live a healthier lifestyle, but don't know how to start? Try our shakes, only 24 grams of protein, with 21 vitamins and minerals. All under 300 calories!



Instagram: A shake at Odyssey Nutrition is equivalent to one protein-packed meal, except with everything already prepared and scaled for you  
OdysseyHealthFact #HealthyLiving #Fitness



Snapchat: "Celebrate your birthday guilt-free! 25 grams of protein, 21 vitamins and minerals, under 350 calories."



*(IDEA 3) Publishing videos or images of employees creating protein shakes and teas.*

Good example: “Each shake is made with herbalife nutrition plant based protein and love 😋😁 Come enjoy for breakfast, lunch, or even dinner!” The video that accompanies this post illustrates Stephen Adams, the face of Odyssey Nutrition, making a shake from scratch. He shows every ingredient used and what the shake looks like as a final product.

<https://www.facebook.com/odysseynutritionou/videos/1969450226416062/>

Bad example: “Come in today from 10-4pm!!” Although the video is informative, it lacks the process of actually making an Odyssey Nutrition tea. A better example would have Adams or another employee demonstrating how the tea is made in addition to a description of the ingredients and their purposes.

<https://www.instagram.com/p/Bajdh88IYYS/?taken-by=odysseynutritionou>

Good example: Similar to the first video showing what is inside an Odyssey Nutrition shake, Stephen Adams or an employee could be interviewed about the process of making a shake. The interviewee can serve as the customer’s perspective, and ask questions related to ingredients, meal alternatives and other health-related inquiries.



## Content Calendar

## Social Media Policy and Guidelines

Social Media is Odyssey Nutrition's main form of advertising. It represents their brand as fun, friendly and conversational. Odyssey Nutrition allows all employees to use social media during work hours to illustrate this brand image and to feature customers.

However, we recommend guidelines be put in place for appropriate social media usage.

Our recommended policy is as follows:

- I. Use of profanity from employees on the social platforms and in the workplace will not be tolerated.
- II. Abusive and profane language on social platforms from commenters and reviewers will be deleted.
- III. When customers are in the workplace, employees should be attentive and engaged with customers. All social media usage during this time should only be for promoting Odyssey Nutrition.
- IV. Employees are allowed (and encouraged) to promote Odyssey Nutrition on their social media accounts; However, these posts must be positive, refrain from profanity or abusive language.
- V. If a customer posts a positive comment about Odyssey Nutrition, it is extremely encouraged for an employee to respond thanking them or to repost them.
- VI. If a customer posts a negative comment or experience on social accounts, it is mandatory that an employee reaches out to see if they can resolve the issue.

## Social Media Budget

Odyssey Nutrition's will now incorporate a budget for paid social media management platforms. The first platform Odyssey will invest in that helps to manage, schedule, and find social media content is Hootsuite. The professional plan is perfect for Odyssey Nutrition, as it is only \$29/month, can be used for up to 10 social profiles, and has unlimited scheduling. It also includes other features like real-time analytics, bulk scheduling, and unlimited RSS integrations.

Canva is a website that offers many graphic-design tools for both print media and web designs. It is quite easy to maneuver and would help Odyssey Nutrition achieve more consistent brand standards across all platforms. Canva has a free or work plan, but since Odyssey's brand is not that large, the free design software plan from Canva is perfect. This still will give Odyssey access to over millions of photos and up to 8,000 templates, and also the ability to use their own graphics if needed. Some of the more complex graphics may cost up to \$1, which is doable for Odyssey's budget.

Odyssey will also assign the position of a social media account manager to one of their current employees. Since the employees already interact with the brand and its consumers daily, their voice is already associated with the brand. Once they implement the new softwares, consistency across all social media platforms will be achieved.

### Work Cited

Johnston, T. (2017). Local nutrition club offers health-centric meal alternatives. *The Post*.

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