

ELINEA

SAN FRANCISCO

Social Media
Style Guide

Color Palette

#404041

#634348

#c6b7b5

#f4f0ee

#f9f9f9

Content Themes

1. photography / appreciation / influences

2. travel / place / san francisco

3. customers / selfies / report

4. skin / tone / textures

5. architecture / geometry /
symmetry-asymmetry

6. realness / authenticity / personality

7. honesty about with vs. without /
destruction prevention

8. education of the professionals =
education of the customer / win-win

Content Themes

1. photography / appreciation / influences

Posts recognizing the people, brands, processes, celebrities, artists, pioneers, that make Elinea what it is, and what it will become.



ricaristudios • Follow
Topping Rose House

ricaristudios "In order to be irreplaceable one must always be different." Coco Chanel

It was our absolute pleasure to welcome Chanel guests to experience Ricari's custom Sublimage treatments during a dreamy weekend getaway in the Hamptons.

@chanelofficial @chanel.beauty @welovecoco #chanelineasthampton #welovecoco

Edited · 10w

mybeautifulcrazymind Omg so jealous 🥰
10w 2 likes Reply

richermovement Best treatment 🙌
10w 2 likes Reply

lymalife ❤️🔥
10w 2 likes Reply

welovecoco ❤️
10w 3 likes Reply

mathieuschreyer The pants are my favorites :)
10w 2 likes Reply

— View replies (1)

♥️ 💬 📌

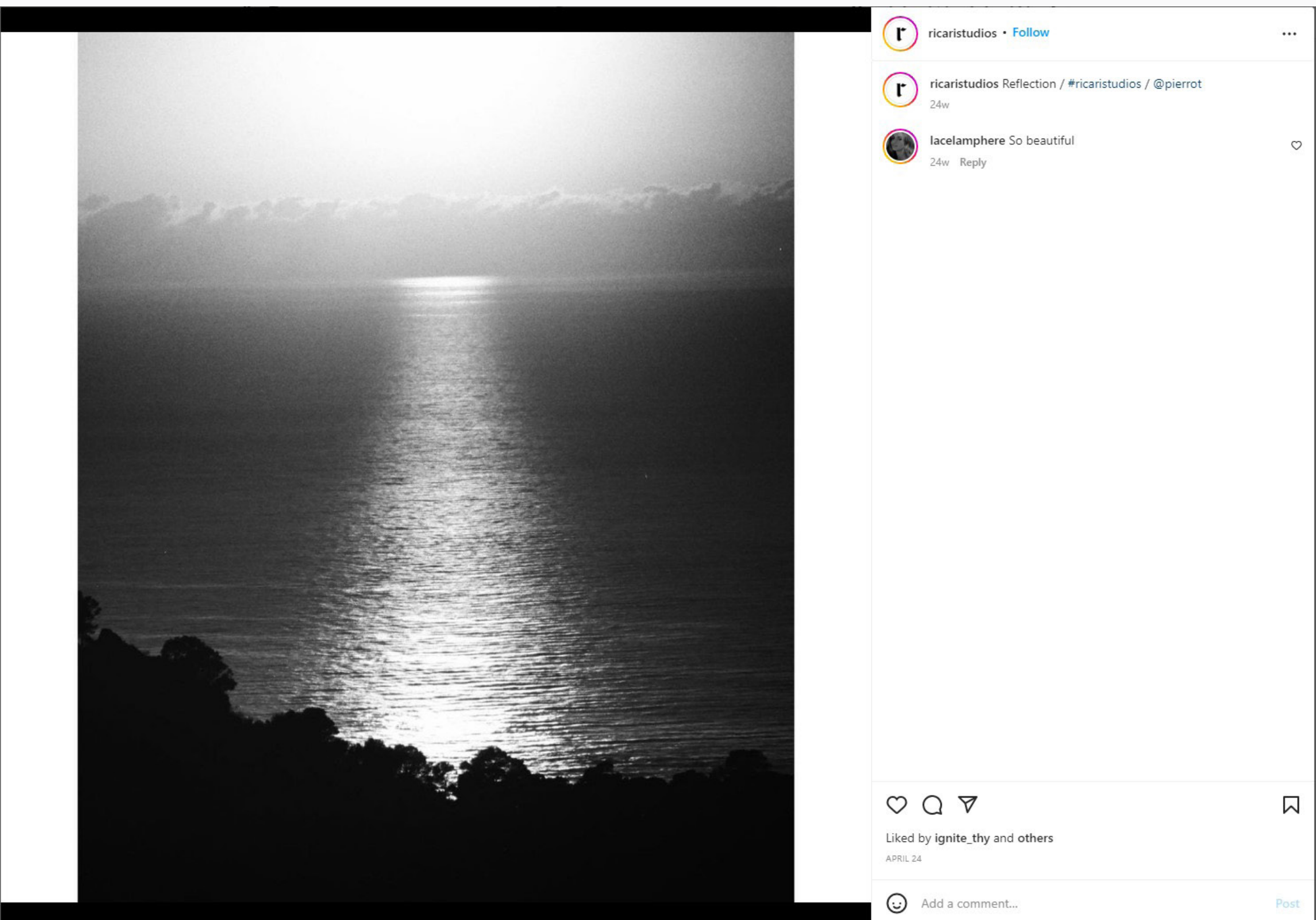
Liked by kyleecampbell and others
JULY 28

😊 Add a comment... Post

Content Themes

2. travel / place / san francisco

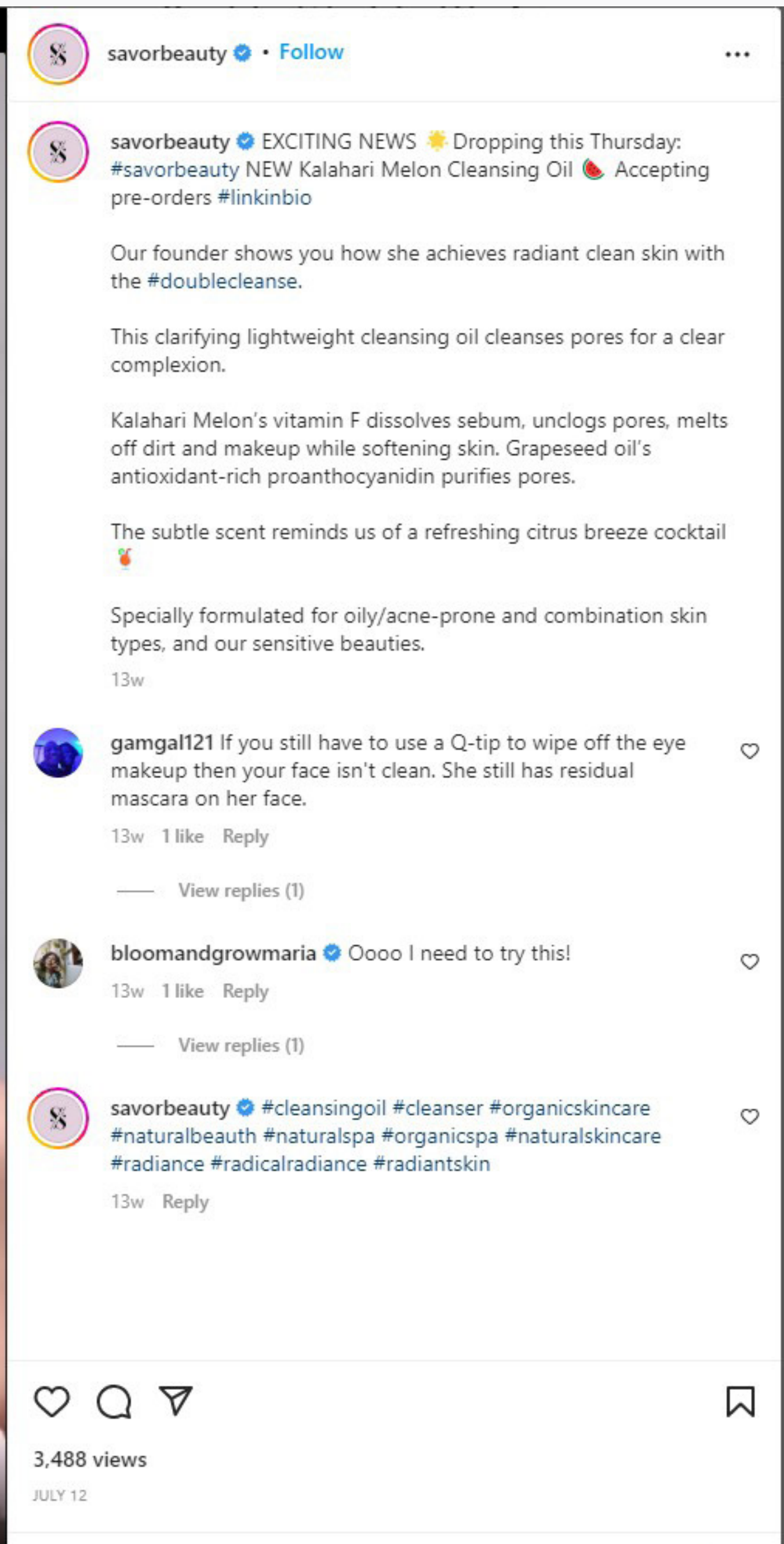
Posts about the local culture through Elinea's unique lens. Moments in the neighborhood, thoughtful beautiful moments of light, of the friendly neighbor you're grateful for, of your favorite place to grab snacks, and more.



Content Themes

3. customers / selfies / report

Posts of **talking** explainers about skincare, the neighborhood, Elinea's journey, and more. Selfie-style or make videos of others. Keep them under a minute, practice what you're going to say, and let natural charm and personality shine.



Content Themes

4. skin / tone / textures

Posts showcasing the nature of Elinea Medspa. Moments of calm, afterglow moments, close-ups of smiles and eyes of happy clients. Get close!



alchemy_{MD} • Follow
Alchemy Marin

alchemy_{MD} #alchemyMD foaming O2 charcoal mask in action (and just one month of daily #latisse 🥰) :: nothing better to unclog pores, detoxify skin, and draw out impurities! ++Add one to any facial this week, FREE - just mention this post! #thealchemistsloveyou #loveyourselfback
Edited · 232w

whitney.in.denver Can't wait to make an appointment soon 🥰
232w 1 like Reply

socialbulbmedianow 🙌🙌🙌
232w 1 like Reply

jezzlebear All of this looks amazing.
232w 1 like Reply

alchemy_{MD} #charcoal #mask #skincare #skincareroutine #organicskincare #healthy #skin #happy #face #medspa #marincounty #sanrafael #facemask
232w Reply

83 likes
MAY 1, 2018

Add a comment... Post

Content Themes

5. architecture / geometry / symmetry-asymmetry

Posts showcasing interiors of Elinea. In addition to rooms, also close-ups of architectural details unique to Elinea, the artistry of different skincare tools, the way a certain light glows, and more.



savorbeauty • Follow

savorbeauty Hello Gorgeous! We are certainly living in uncertain times. Now, more than ever, it's important to allow yourself to unwind and schedule your self-care.

Our NYC spas are taking your safety (as well as the safety of our team) of the utmost importance. Here is what we are doing to ensure a stress free visit.

- ♥ All guests must wear a proper facial covering, except for during treatment. (We'll be wearing ours too).
- ♥ We now require that all guests provide proof of a FULL Covid-19 vaccination, or a negative Covid-19 test, done no greater than 72 hours prior to arrival.
- ♥ Using hospital grade cleaners, we clean and sanitize treatment rooms in between each guest, as well as all high touch points throughout the day.

Click the link in bio to book a facial treatment. You deserve it!

#savorspa #savorbeauty

41w

crystals.dreamers Hello do you provide discounts on your products to licensed estheticians? I'm an esthetician and would love to try your line

40w Reply

partyof_04_ Does the The Skin Clinic facial include a full micro current facial?

41w Reply

— View replies (2)

savorbeauty #covid19 #covidsafe #organicskincare #skincare #naturalbeauty #greenbeauty #naturalskincare #organic #skincareroutine #glowingskin #beautycares #organicbeauty #ecofriendly #glow #facial #skincareluxury #cleanbeauty #nyc #newyork #smallbusiness #shopsmall #holiday #treatyourself #spa #spaday #shoplocal

41w Reply

Liked by artistrynewmoon and others

DECEMBER 27, 2021

Add a comment...

Post

Content Themes

6. realness / authenticity / personality

Someone in the spa feeling silly? Heard a hilarious industry-insider (or random) joke? Really excited about ... anything?
Share thoughts, hopes, setbacks and laughs with Elinea's online community.



-  **alchemymarin** • Follow ⋮
-
-  **alchemymarin** comments welcome... #happyhumpday
16w
-  **tait_r** Tri-bathlon at a country club. ♥
16w 1 like Reply
-  **kpsonnenberg** shower beer ♥
16w 2 likes Reply
-  **deannabfit** Male equivalent: Shit,shower shave! And 🍷🍷🍷 takes them almost 30 min!! 😂😂😂 ♥
16w 1 like Reply
-  **flashfocusrecord** Football Sunday. ♥
16w 1 like Reply

Content Themes

7. choosing you / we got you / no stigma necessary

Posts speaking honestly about the personal choice to feel and look how one really wants, but perhaps are hesitant to try. Breaking through stigma and beginning a journey with a medical team.



alchemy **alchemymarin** • Follow
Alchemy Marin

alchemy sit back, relax - it ain't that kinda medspa, medspa. #clearandbrilliant #thealchemistsloveyou #welcomehome
70w

maisonmaisoncollective ❤️❤️❤️
69w Reply

koristeevee What is this goodness???
69w Reply

catymckenna Hey nice mahdel
69w 2 likes Reply

marycheller Do tell of your results! Although..to be fair, you are flawless to start! ❤️
69w 1 like Reply

sasha_e_faye rad Gwar shirt! 🙌
69w 3 likes Reply

89 likes
JUNE 10, 2021

Add a comment... Post

Content Themes

8. education of the professionals = education of the customer / win-win

Posts educating clients and the community about products, procedures, and exciting new practices and discoveries in the industry. Procedures displayed in a way that reduces fear.



alchemy_{MARIN} • Follow
Alchemy Marin

alchemy_{MARIN} lots of us don't have the time it takes for a peel; enter...dermaplaning!! Not only does dermaplaning take off all that pesky peach-fuzz, but it's a no-downtime physical peel for those with a busy schedule. *sneaky tip: also ahhhhmazing before any big event, gives skin the best, smoothest canvas for makeup and serums, and glows without an overload of highlighter in those photos! 🥰👉 haven't joined our mailing list? ...this may be a hint at our post holiday blast that will be going out with heapssss of reasons to come see us for a refresh in the new year. 📧 Hi@alchemy_{MARIN}.com to add++ yourself!
196w

justinewaldman 199
196w Reply

leslieclementin I better try this
196w Reply

753 views
JANUARY 5, 2019

Add a comment... Post

Post Guidelines

Post Guidelines

1. Generally, there is lower comment engagement on static, non-moving interior, architectural, textural and product shots. These are great for setting a vibe, but comments mean interest - measure success accordingly!
2. Find ways to utilize light without harsh shadows or influencer vibes. Especially harnessing natural, warm lighting for people and products.
3. VIDEO VIDEO VIDEO /
PEOPLE PEOPLE PEOPLE
4. “sale sale sale!” static image content doesn’t seem to engage. If offering a special or service, make a talking “commercial” with a “spokesperson.”
5. If you have something to say, say it. Record video. Talk. Have captions. Engage!

Post Prompts and Tones

Post Prompts and Tones

- “work” is invisible. (Dr. Rami/Elinea is good at this.)
- medical. professional.
- open and frequent communication: “hey we’re almost open,” “hey we’re open,” “customer...”
- “come in and check out _____.”
- dr. rami is part of elinea. he is going to be involved at the very beginning: consult. his role is important. he exists as a dr. but isn’t the celebrity.
- journey with elinea starts with a consult. consistently.
- before you’re a paying customer, he’s just helping you figure it out.
- We will have a psychological discussion – is it really that you just want to look a certain way? is there a part of your identity that affects what you want to change or need help with?

Post Prompts and Tones

- aesthetic therapy.
- get over your medspa or skincare bias through information. it's okay!
- who is the cast? admin, reception, medical asst, medical esthetician.
- san francisco is a member of the cast. foggg. fresh. moisture. culture. density. pride of mixture, renewal, age, history, ahead of the curve in social cultural progress.
- live in sf. something is earned. the experience is worth it.
- elinea. air. fashion. people are more real.
- rami's human journey – is helping others.
- (san francisco) this experience belongs here.

Posting Styles

Stories

Posting Styles

1. Straightforward Stories

Stories can be “straight out of the camera” with no photo editing or color correction, but can also include edited images.

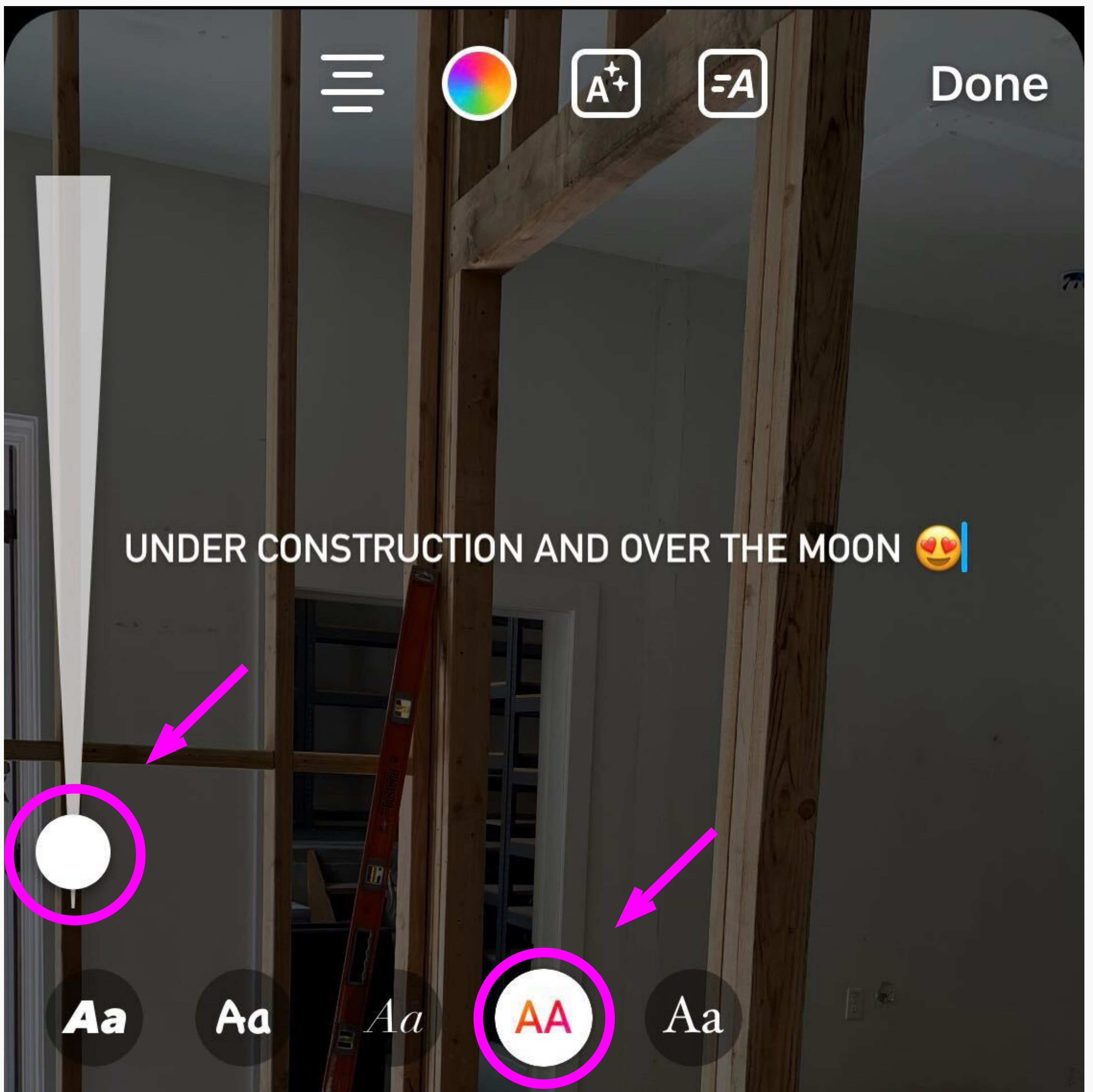
Stories and Highlights are where fast updates take place to quickly connect with the community.



Posting Styles

2. Font Styles for Stories

On Instagram, use the second-to-last font that is all caps. Play with the scale of the type so that it is both readable and thoughtful-looking.



Posting Styles

3. Text Alignment for Stories

Utilize the “centering guides” to place text on either vertical, horizontal, or both axes centered. Consistency in this style over time will build a cohesive aesthetic.



Posting Styles

Adding Brand Colors to Stories

A photograph of a room under construction. The walls are partially framed with vertical wooden studs. A red level is leaning against the studs in the center. The floor is concrete. In the background, a staircase is visible. The lighting is bright, likely from a window or door on the left.

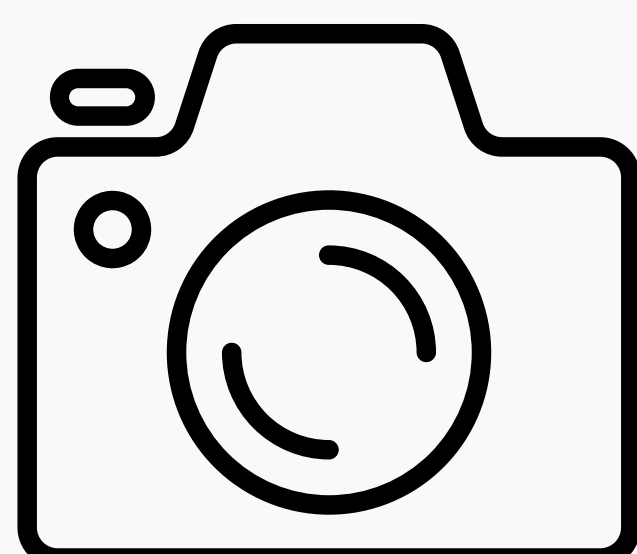
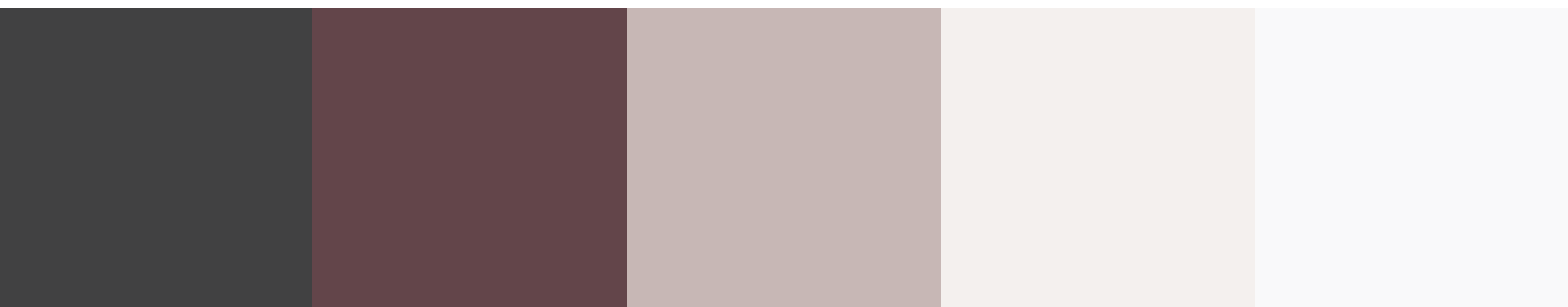
UNDER CONSTRUCTION AND OVER THE MOON 🥰

Posting Styles

Adding Brand Colors to Stories

1. Screenshot Elinea's color palette below to save into your phone's camera roll. Crop the screenshot to only contain the colors bar.

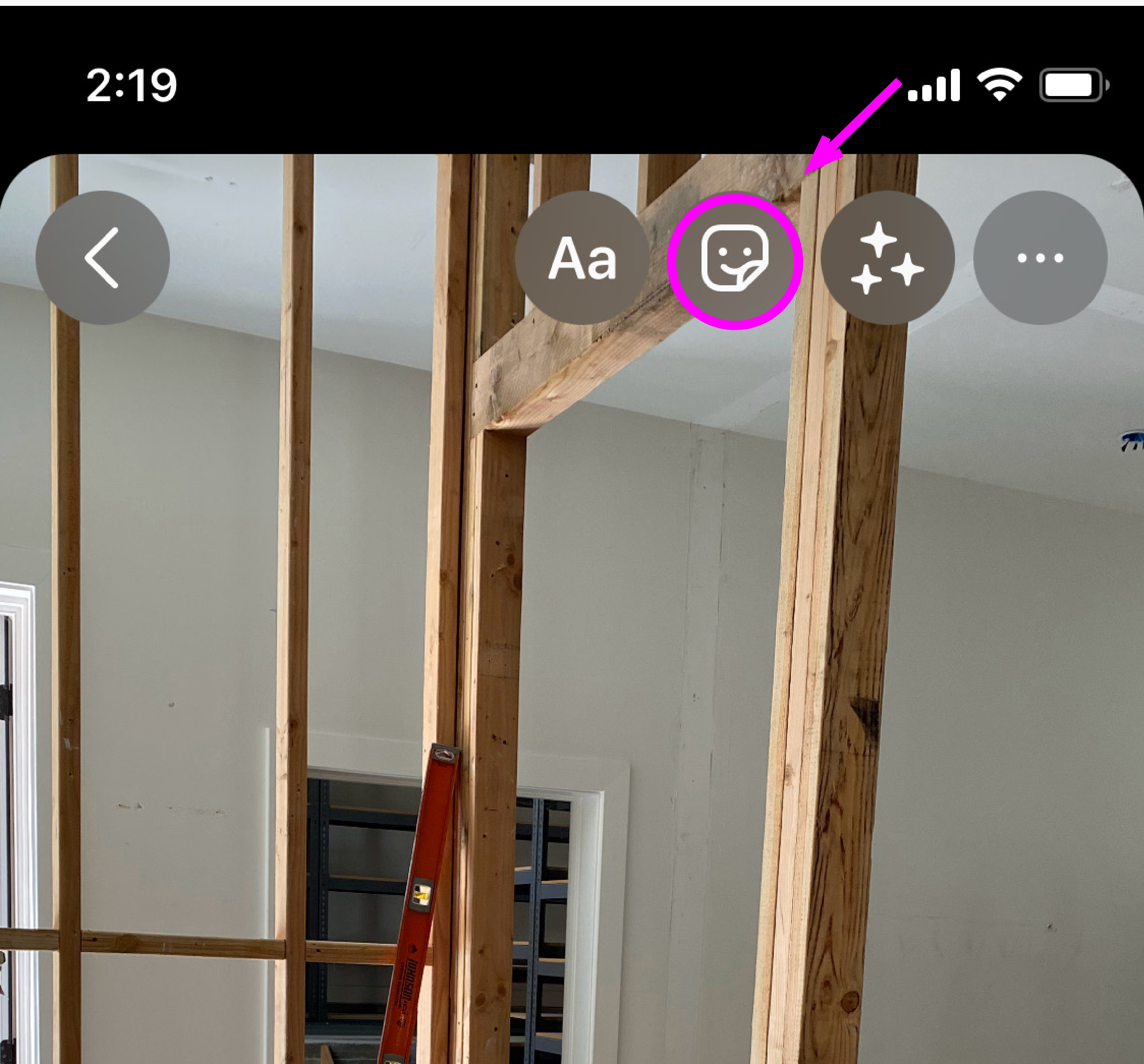
This will be used only to sample colors from the branded palette in Stories.



Posting Styles

Adding Colors to Stories

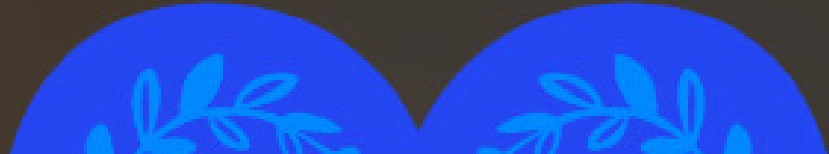
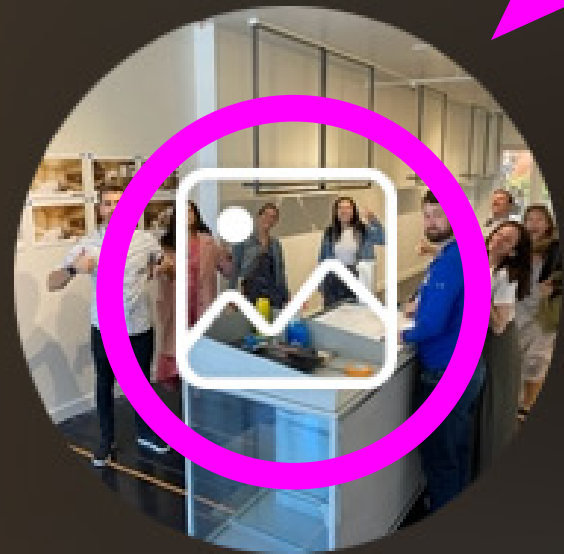
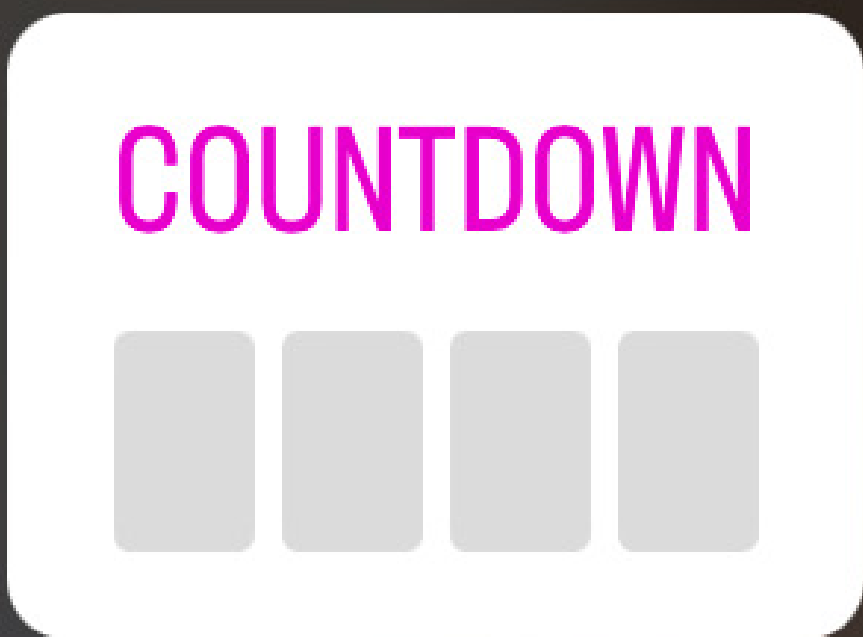
2. Add the color palette to the story by clicking on the sticker icon.



Posting Styles

Adding Colors to Stories

3. Select the “add picture” sticker.



Posting Styles

Adding Colors to Stories

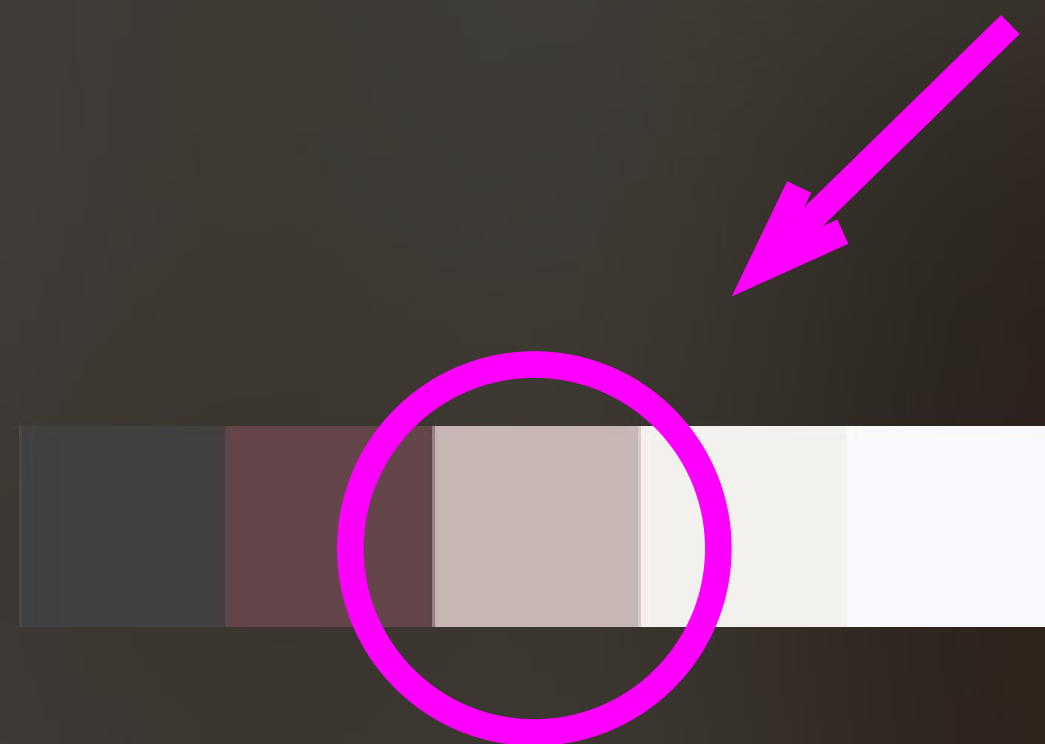
4. Select the cropped color palette bar.

Camera roll ▾

Cancel

You've given Instagram access to a select number of photos and videos.

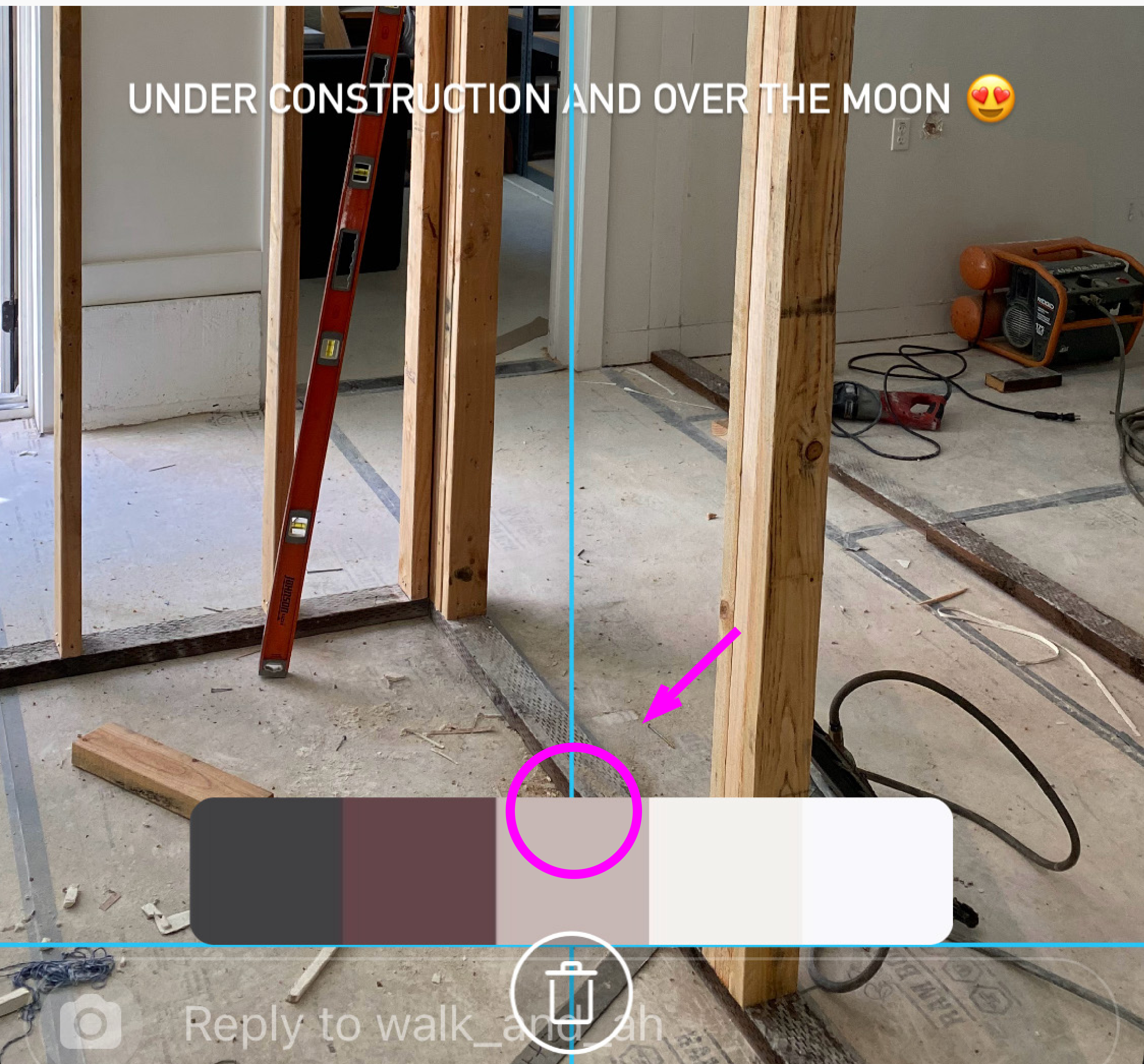
Manage



Posting Styles

Adding Colors to Stories

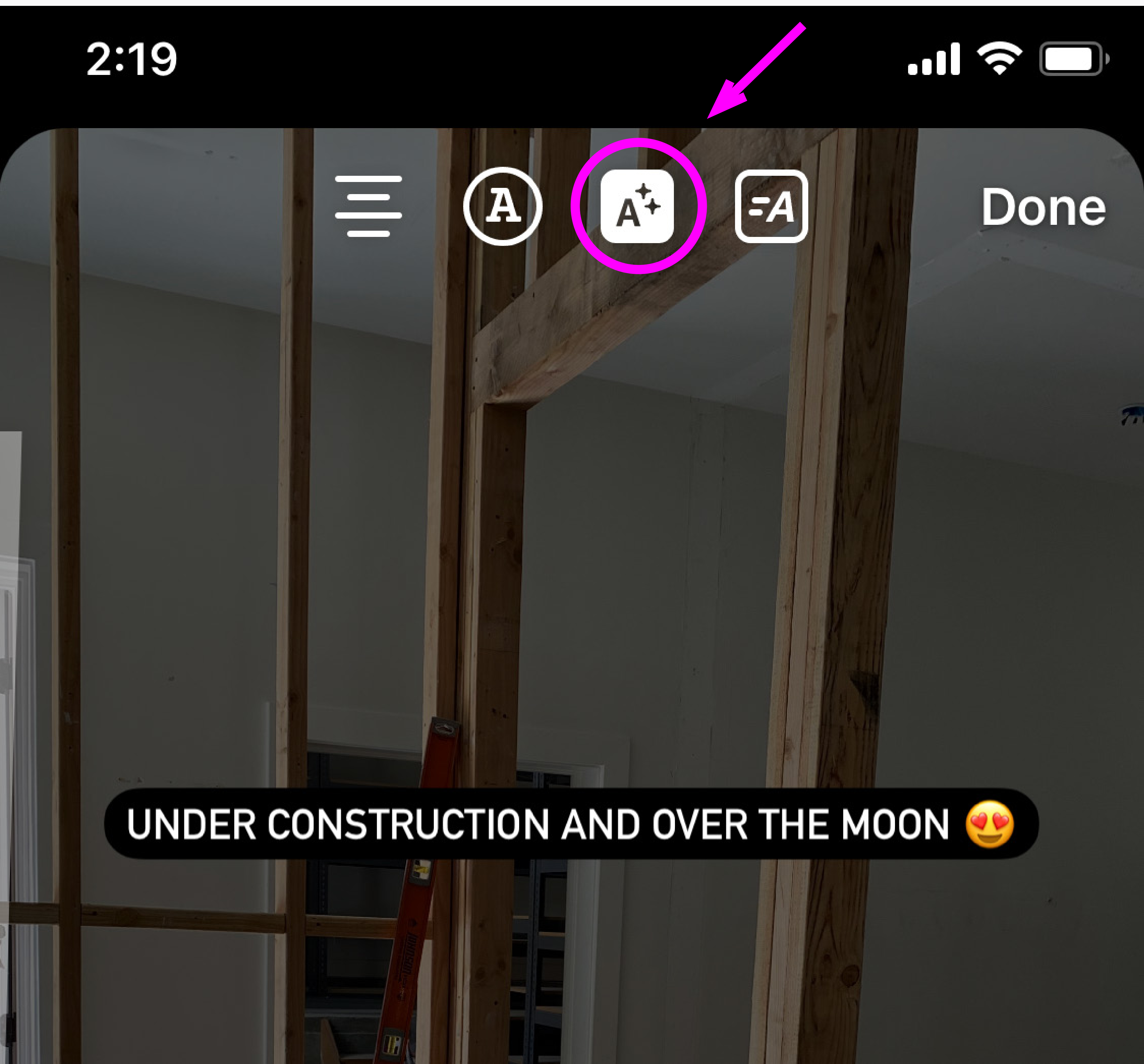
5. Scale up the color palette bar so it is relatively large and move it out of the way of your text.



Posting Styles

Adding Colors to Stories

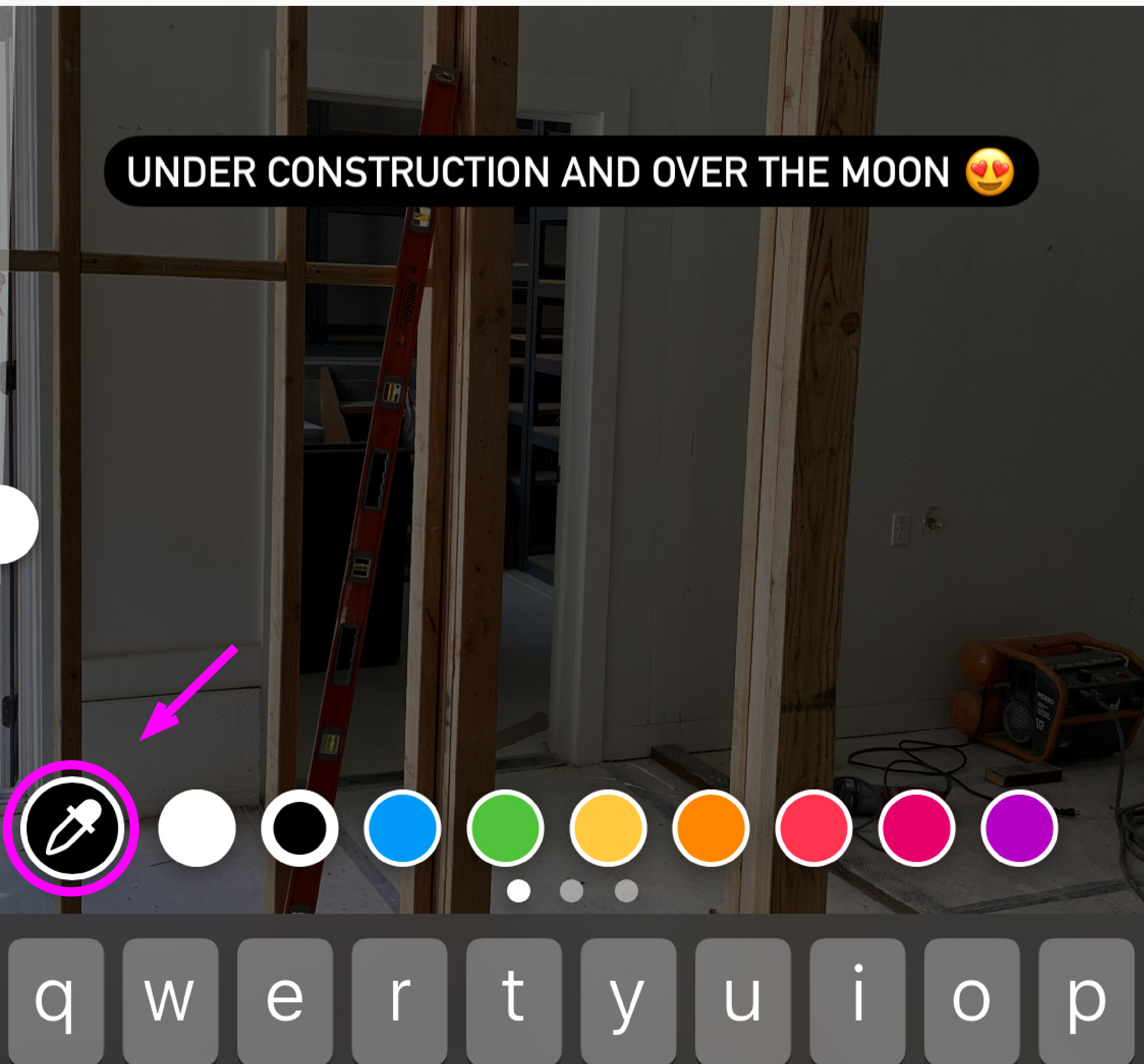
6. Select your text and give it a background.
A default color will be used.



Posting Styles

Adding Colors to Stories

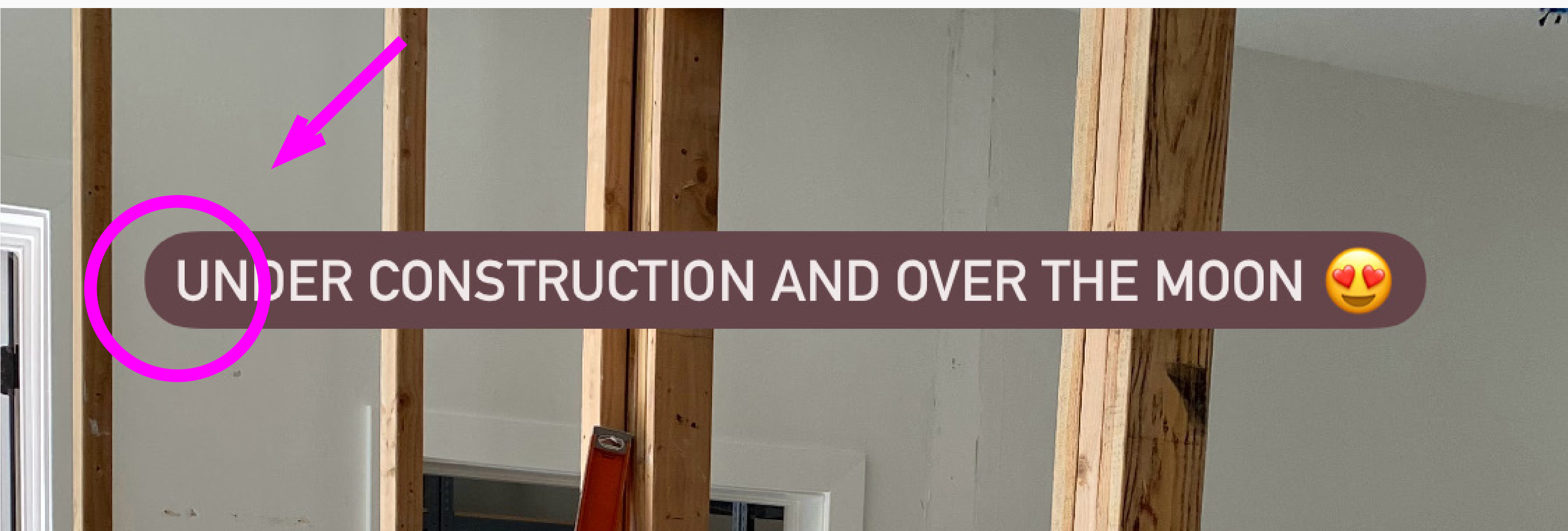
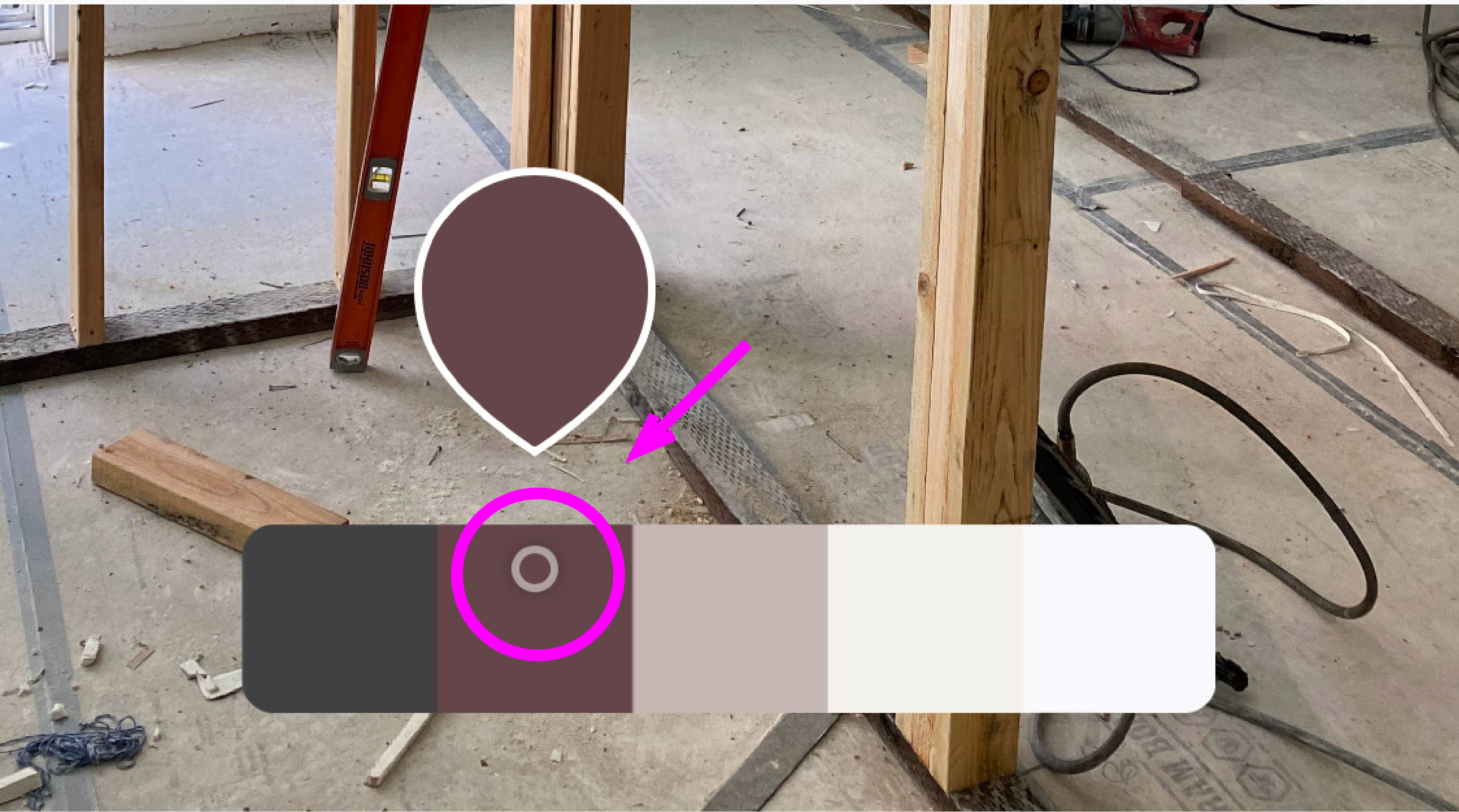
7. To customize this background color as the Elinea color palette (or to brand any text or brushes in Stories) select the “eyedropper” tool to sample a color from your Story.



Posting Styles

Adding Colors to Stories

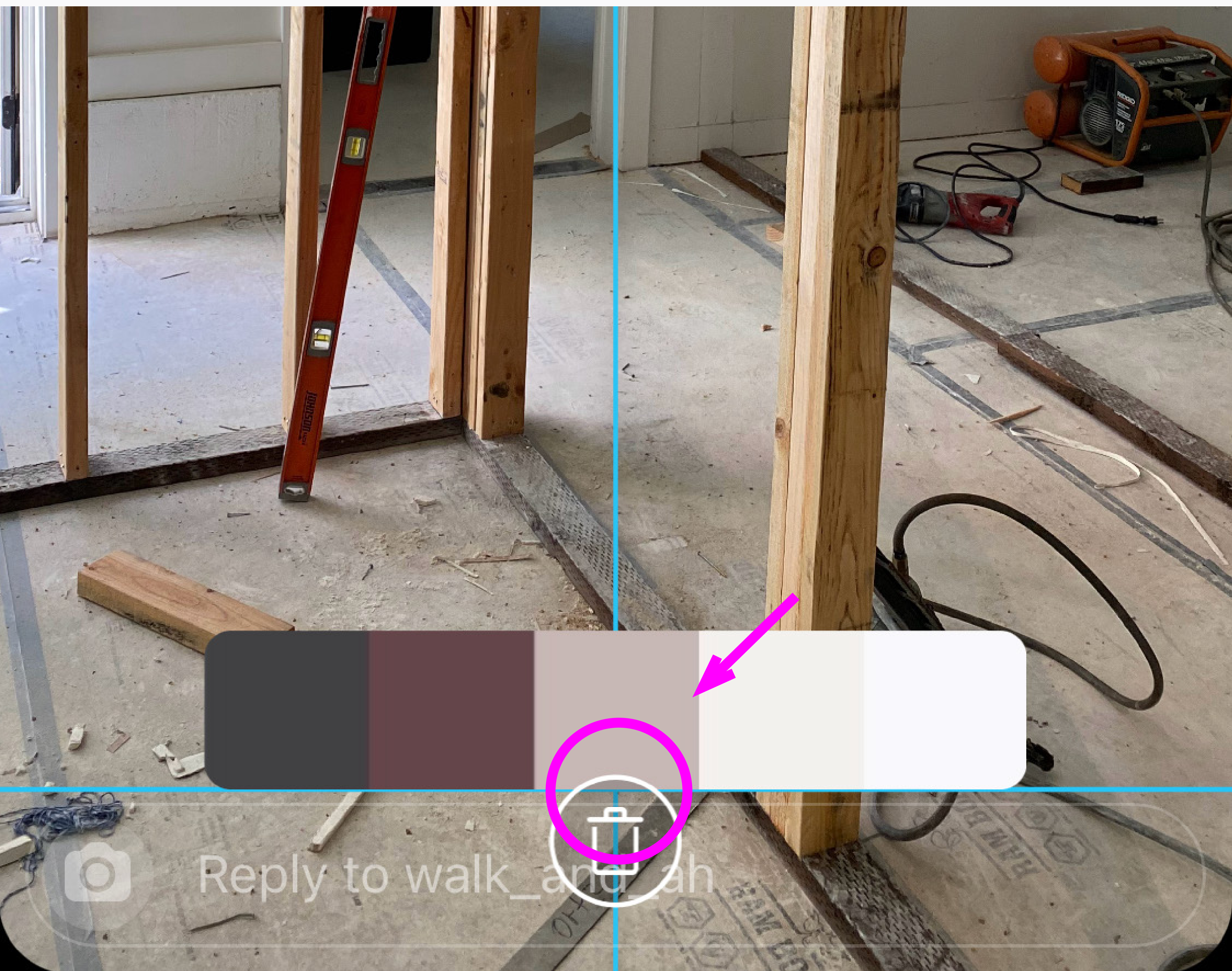
8. Sample a color from the color palette and it will affect the text object being edited.



Posting Styles

Adding Colors to Stories

9. Select the color palette bar and move it to the trash when done.





Aa



UNDER CONSTRUCTION AND OVER THE MOON 🥰