

Social U

Fall 2024



Social U Journey.

Complete your Social U learning journey in order of the categories below. Once complete utilize the resources as needed. Check circles once complete.

Legal Guidelines

Tone of Voice & Aesthetic

Content Style Guides

Comparing Platforms

TikTok

Instagram

Facebook

Briefs, Derm Authority & More

@CliniqueInsiderIG



Legal Guidelines.

Your first step in Social U is to read the Clinique **Legal Guidelines**. You will find information on disclosures, music and reposting. To confirm you've read the Legal Guidelines you must bookmark them in your resources section on **eLearning**.

Music FAQs

Claims

Before & Afters

Creating an Account



Music FAQs.

1. Do I have access to royalty free music from Clinique?

"Yes, Clinique has a contract with Epidemic Sounds. Please talk directly with your Field Executive or Manager to find out more and gain access."

2. Can I use trending sounds on TikTok?

"Not directly. You must use the **Commercial Sounds Library** on TikTok or your Epidemic Sounds music. No other music is allowed."

3. What can I use as an alternative to music on social?

"We recommend using voice-overs and subtitles. For tips on subtitles please see the **Typography and Subtitles Style Guides** later in this document."





Claims.

Clinique has legal guidelines on how we share product claims with our clients. As Clinique Consultants it is important that we follow the Dos and Don'ts below when representing the brand.

Dos

Write claims and include regionally relevant foot notes.

97% show a
visible reduction
in wrinkles.*



*Upper lateral dynamic wrinkles; clinical testing on 37 women, after using the product for 12 weeks.

 **See Dos Video Example**

Don'ts

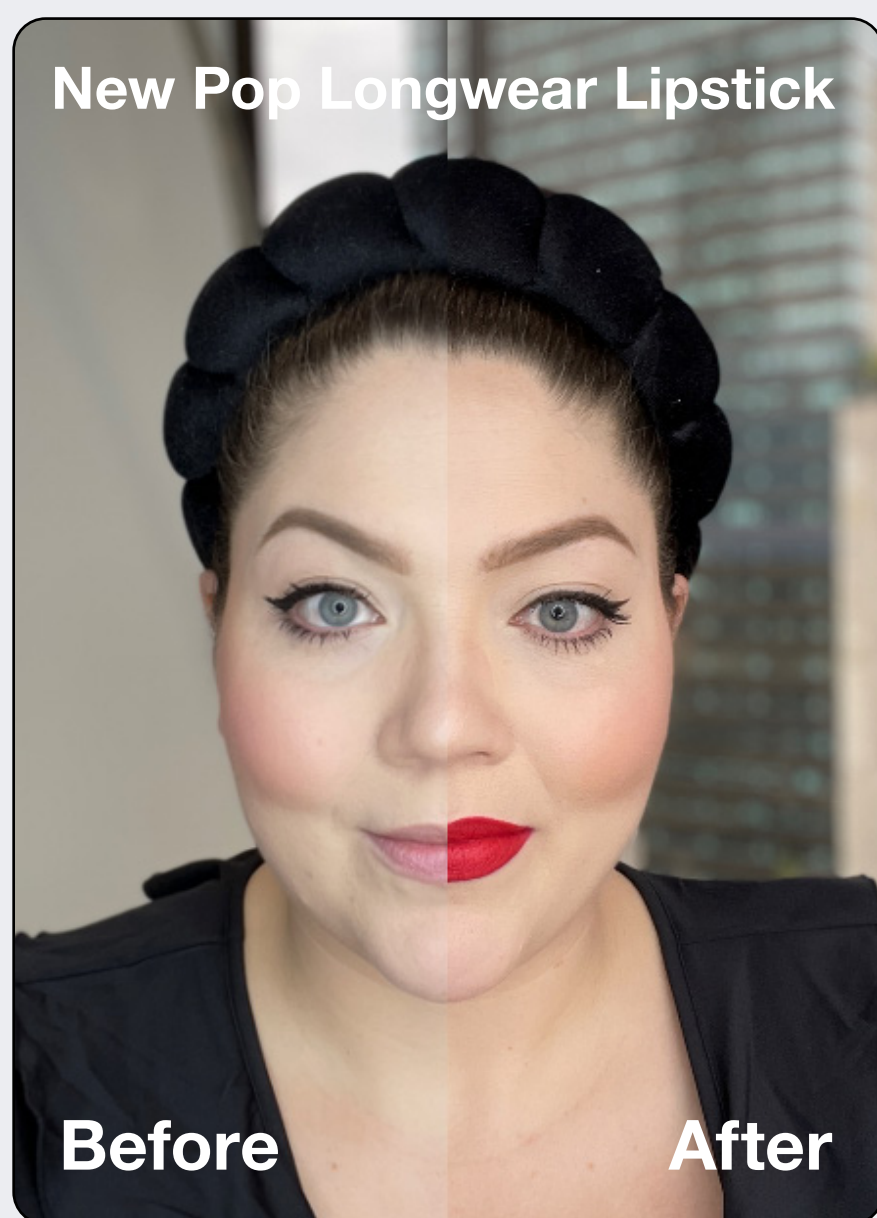
Write claims without footnotes.

Before & Afters.

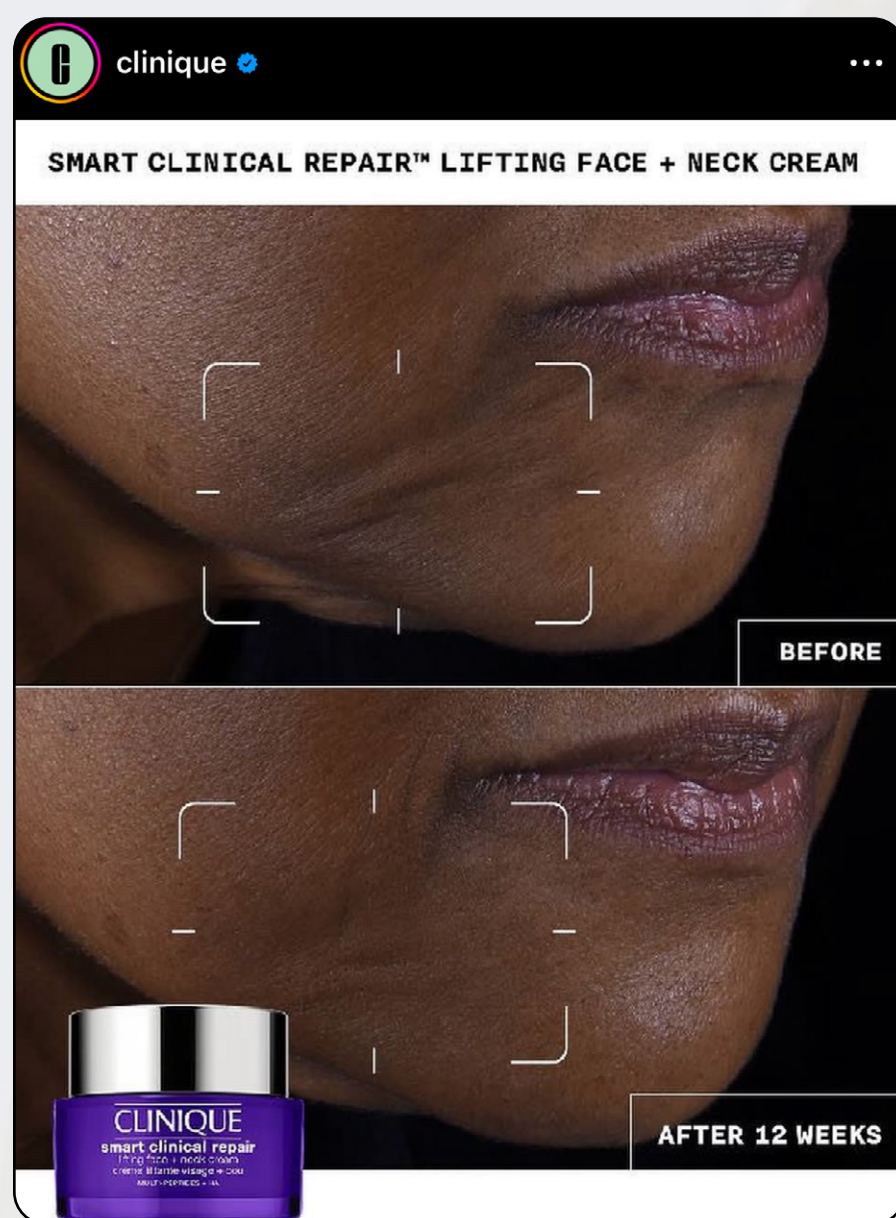
When sharing Before & After images and videos of Clinique products with clinical claims they must be brand provided assets. See below for a list of Dos and Don'ts for Before & Afters.

Dos

- Show immediate B&As when applying products and share only immediate benefits and immediate claims.
- Show clinical B&As provided by the brand found in the **Always-on-Assets**.



Personal B&A



Brand provided B&A

 [See Dos Video Example](#)

Don'ts

Show personal B&A images or videos with long term claims over time because controlled clinical settings were not used.

 [See Don'ts Video Example](#)



Creating an Account.

Personal or Business?

When representing Clinique on social, we recommend creating and/or utilizing an existing counter account. counter accounts put you in control of your business by providing two-way communication with clients, increasing their knowledge of new product launches and store events and recruiting new clients.

If you are setting up a new account, we recommend a business account, as it has additional resources, such as business analytics. This can help you grow your following and engagement and track account progress. You can access a business analytics tracker [here](#).

If you do post about Clinique on your personal account, please note that as a representative of Clinique, you must adhere to all social [Legal Guidelines](#).

[Click here](#) to see some counter account best practices.

* If you have questions please consult your retailer, direct manager, or Field Executive for guidance and social accounts.



Tone of Voice & Aesthetic.

Adopting Clinique's tone of voice and aesthetic will help you create best-in-class, on-brand content.

Tone of Voice

Aesthetic

Tone of Voice.



You teach, guide and help clients tackle skin's toughest challenges and create great skin outside a dermatologist's office.

Troubled skin. Aging skin. Even delicate, reactive skin. Clinique has safe clinical solutions. Informed by decades of experience working with dermatologists, scientists and ophthalmologists. Formulated with the perfect balance of ingredients to deliver powerful efficacy with rigorous safety. In service of all skin.

Your social voice is authentic, warm, conversational and optimistic. Your advice is actionable, your directions are straightforward and your tone is confident. Your client trusts you implicitly for knowledge, experience and superior care.

Dermatologist guided solutions.

Allergy tested.

100% fragrance free.



Aesthetic.

Below are the codes—visuals cues, that make up Clinique's Brand Aesthetic and how they come to life in social content.

White—Symbolizes our clarity, authenticity and clinical heritage- allowing product to be hero. Shoot content with a clean light background and minimal propping. Choose a non-distracting space with hints of lifestyle where appropriate. Wardrobe, outside of your Lab Coat, is best in solid shades of white or light tones that feel authentic to you.

Clinique Green—Uniquely and distinctly ours- Clinique Green was inspired by the green signage of pharmacies in France. Today it represents the history and science of our brand — and can be used in a variety of creative ways. Remember: using a light touch is best.

Natural Light—Always shoot with natural light which makes products look real and not formal or composed. Featured looks are warm and attainable using directional natural light.



Aesthetic Continued.

Transparency—Show transparency through authenticity, honesty and physically, through glass or real skin showing natural beauty. Get up close and personal with the products. Make your clients feel like they can reach out and touch them. Focus on great skin, little cosmetic retouching and no filters.

Dynamic Action—Show products in motion. They should have a sense of movement as if the product as just been used. Be bold and dynamic with macro shots and powerful B&As. Feature strong looks that are inspiring yet attainable.

Human Touch—With photos or videos you want to evoke a feeling that the product has just been touched, is authentic, not overly composed and shown through a human lens.

Softened Edges—Show softened edges, such as rounded edges, arched backgrounds and curves.





Content Style Guides

Below are style guides to help you develop on-brand content.

Clinique Makeup

Face Photography

Product Photography

Typography

Subtitles

Tagging

Need tips on lighting set up—[Learn more here.](#)

Refresh your knowledge on ["Your Clinique Image"](#)

If shooting content in-store or in your Lab Coat be sure to follow all [Clinique Hygiene Guidelines.](#)

Pro Tip: Wear your Lab Coat to create the most branded content conveying Derm Authority.



Clinique Makeup. Great for skin. Safe for eyes. Easy to apply.

A Clinique makeup look celebrates great skin. Skin that looks great today and even better tomorrow. Everything we know about skincare goes into our makeup.

We revel in the beauty of all skin and features, that's why we never use makeup to mask or distort. Clinique makeup should look and feel easy—uncomplicated and beautiful.

We create balance and harmony by focusing on one feature at a time. This allows us to see the person and enhance their unique beauty.

Dermatologist guided solutions. Allergy tested. 100% fragrance free. It's why we are trusted. We always put safety first by using our makeup as it is safety tested and intended to be used.

As a Clinique Consultant, makeup allows you to express yourself in a way that conveys our philosophy when posting on Clinique's behalf.



Face Photography.

Below are the codes for Face Photography.
Reference the Brand **Aesthetics** for clarity on any codes.

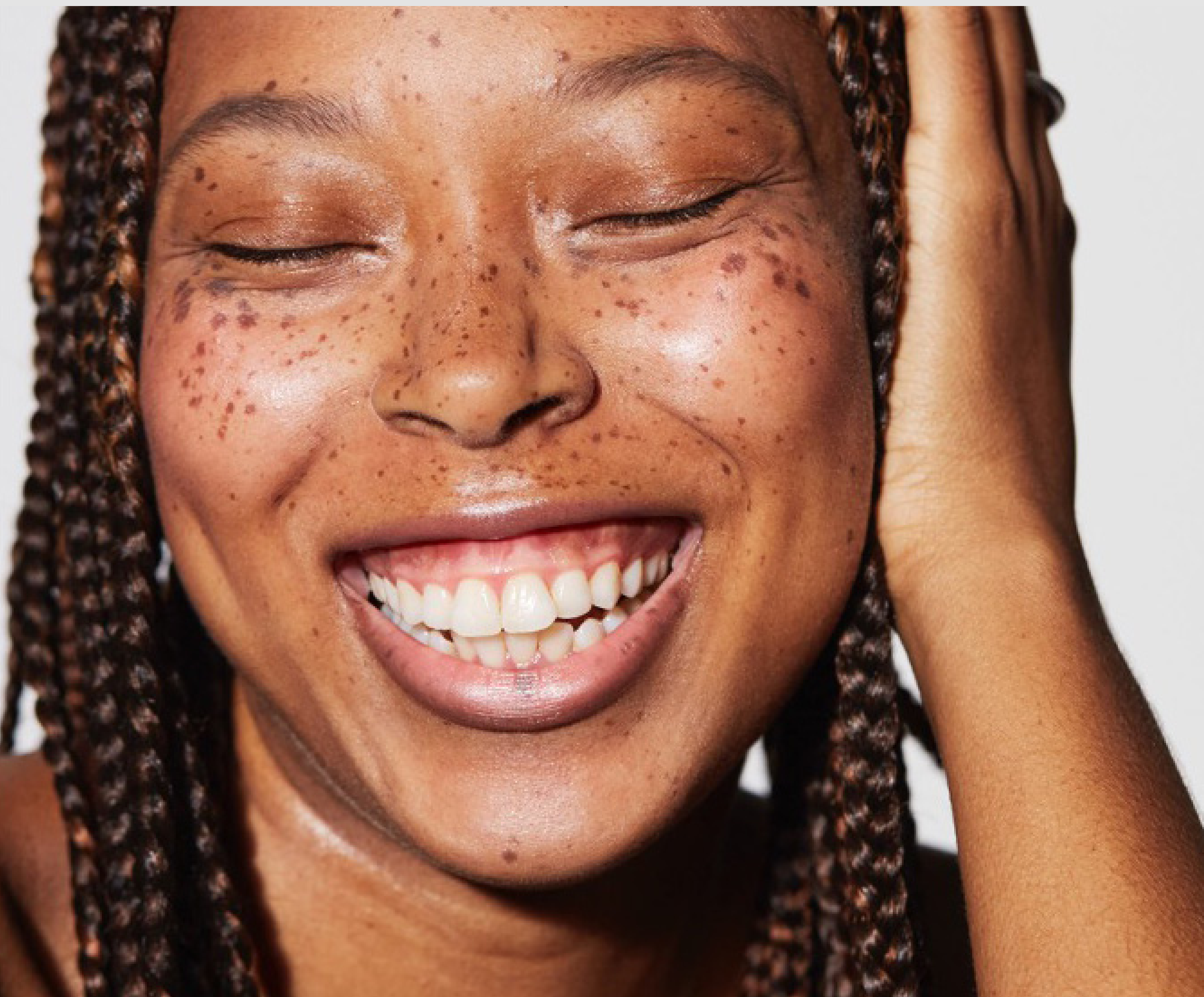
Tone

- Ensure facial expressions have an **Optimistic Tone**.

Aesthetic

- Use **Natural Light**
- **White**—Clean, light background and non-distracting space.
- **Transparency**—Use a tight crop featuring great skin, no filters, minimal retouching.
- **Human Touch**—Through a human lens.

Examples



Product Photography.

Below are the codes for Product Photography. Reference the Brand **Aesthetics** for clarity on any codes.

- **Natural Light**
- **White—**
 - Clean, light background.
 - Minimal props—only ones to help tell the story.
- **Transparency—**Clear glass, clear sky, clear liquids.
- **Human Touch—**Through a human lens with a relaxed composition.
- **Dynamic Action—**In use or motion.
- **Clinique Green—**Call attention to our scientific efficacy.

Examples



Typography.

Clinique type always works with an image to tell a story, is essential and clear, is never decorative or distracting.

You have creative control with type on TikTok and Facebook. For Instagram follow typography guidelines provided below.

When creating an IG Story or Reel with words use the following guidelines:

- Black or white font
- Text is bottom left aligned/justified

Below are examples of the types of fonts you can use.



[Click here to see best-in-class examples from Clinique.](#)

Subtitles.

Instagram is mainly used as a silent platform where users interact with sound off. Due to this and inclusivity we will be adding subtitles to all Reels and IG Stories.

When adding subtitles follow all **Typography Style Guidelines** on the previous page.

To add subtitles to IG Stories, follow these steps:

1. Tap on the “Your Story” bubble in the top-left corner or simply swipe left on your home page.
2. Record a video or upload one from your gallery.
3. Tap the sticker icon on the top menu.
4. Choose “Captions” from the list of options.

To add subtitles to IG Reels, follow these steps:

1. Open the Instagram app and scroll to the Instagram Stories or Reels camera. You can either record a new video or select an existing one from your camera roll.
2. After your video is ready, tap on the sticker icon at the top of the screen.
3. Select the blue “Captions” sticker.



Tagging.

Be sure to always tag the appropriate people, accounts and products when creating a post. This is covered in your **Legal Guidelines** under Disclaimers. Using the correct tags and hashtags allow for your content to be searched and will get you more traction on your account.

Consultants must always use:
#CliniqueConsultant

Additional Brand Hashtags:
#AllergyTested
#FragranceFree
#DermatologistTested
#DermatologistDeveloped
#OphthalmologistTested
#SafeForSensitiveSkin
#SafeForSensitiveEyes
#DermatologistGuided

Additional hashtags will be provided with every brief.

Each region may have specific hashtags to track content. Get those hashtags from your leader.

Don't forget to always **@Clinique**.

When using hashtags on Instagram use title case and when using hashtags on TikTok use lower case.



Title case—#CliniqueConsultant



Lower case—#cliniqueconsultant

Comparing Platforms.

Each Social platform offers an array of different options for creating and sharing content. See below for your list of options.



- Short-form video – 15 Sec, 1 min
- Long-form video – 10 min
- Live
- Photos
- Stories
- Duet
- Stitch
- Green Screen
- Freeze Frame
- Short Captions
- Transitions
- Commercial sounds only



- Still Photos
- In-feed video – up to 60 minutes
- Reels – 15-90 seconds
- Live – up to 4 hours
- IGTV
- Stories – up to 60 seconds
- Reposting
- Short Captions – line breaks
- Story Highlights



- Still Photos
- Short-form video
- Long-form video
- Live
- Stories
- Reposting
- Rooms
- Events
- Short Captions
- Long Captions
- Pre-Planned Post

TikTok.

TikTok is a short-form video entertainment platform powered by community that fuels culture and commerce. With a mission to inspire creativity and bring joy, where social media meets entertainment.

Users spend twice as long per day on average using TikTok than any other social media apps, followed by Pinterest and Instagram. TikTok is also the number one app for client spending, surpassing YouTube.



- Creating an Account
- Making a Post
- Navigating TikTok
- Duet
- Stitch
- Green Screen
- Transitions
- Creator Portal
- Creative Center
- Resource Section



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Instagram.

Instagram is focused on sharing images and videos of day-to-day happenings and behind-the-scenes moments. IG is a great marketing tool no matter if you are selling a product or a service. It allows you to window shop, promote your brand, attract fans and boost sales. Users spend most of their time on Stories and Reels and tend to have their sound off while using this platform.



- **Creating an Account**
- **Making a Post**
- **Business Analytics**
- **Stories**
- **Reels**
- **IGTV**
- **Live**



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Facebook.

Facebook is the world’s largest social network, with more than 1 billion users worldwide. Unlike other social platforms where you have followers, on Facebook your have friends, creating a bond of friendship versus follower. Facebook also has a wide variety of functionalities with the ability to watch the news, easily share articles, sell items in a marketplace and much more.



- **Creating an Account**
- **Making a Post**
- **Stories**
- **Pre-Planned Post**
- **Rooms & Events**
- **Groups**



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Briefs, Derm Authority & More.

- [Introducing Yourself on Social](#)
- [Ingredients Glossary](#)
- [Briefs](#)
- [Derm Captions](#)
- [Suggested Editing Apps](#)
- [Always-on-Assets](#)
- [Best-in-Class Consultant Post Examples](#)





Stay up to date with **brand happenings, urgent updates, special polls—just for you, trends, educational content and more.**

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