

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 PANDORA Marketing Center (PMC).

PAID SOCIAL

Social media continues to be a powerful channel for PANDORA initiating such great engagement with our consumers. Paid Facebook is eligible for co-op, 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.*

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

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

UPDATED FACEBOOK SHARED IMAGE SIZE

NEW 1200 x 630px size is for shared Facebook images – photos you post and share on your page or timeline. This size ensures optimal viewing across locations and devices. It is also boostable!



1200 x 630 pixels (Facebook Timeline Images; BOOSTABLE)



1080 x 1080 pixels (Instagram Post Image)

“UP-TO-50”



Starting Tomorrow – Post 6/14

Get ready! Starting tomorrow through 6/25, receive up to 50% off on select PANDORA styles. Tag your shopping buddy, this is an event you won't want to miss! [\[Insert link to disclaimers\]](#)

“ORGANIC” (not boostable)



Happening Now! – Post 6/15

It's finally here! Head to [\[insert store name\]](#) today to receive up to 50% off some of your favorite PANDORA styles. [\[Insert link to disclaimers\]](#)

“SALE”



Post Btw 6/15 – 6/25

Post Between 6/15 – 6/25

A

Jump start your summer style with up to 50% off select PANDORA charms, earrings, rings and bracelets now through 6/25! [\[Insert link to disclaimers\]](#)

B

SAVE up to 50% off select PANDORA styles now through June 25th! What are you waiting for? Tag your friends and head to [\[insert store name\]](#) today! [\[Insert link to disclaimers\]](#)

C

#DOIndulge in PANDORA Jewelry with savings up to 50% off on select styles now through June 25th. [\[Insert link to disclaimers\]](#)

“UP-TO-50”



Last Chance – Post 6/24

Don't miss out! Tomorrow is your LAST CHANCE to take advantage of up to 50% off select PANDORA styles. Head to [\[insert store name\]](#) today! [\[Insert link to disclaimers\]](#)