

MODERN LANTERN - Social Media Guide

for Designer's and Influencer when using our Cordless Lamps



Modern Lantern®

Visit: www.modernlantern.com - for more information on our company
Any questions please reach out to: carrie@modernlantern.com or call 214 507-8608

CURRENT SOCIAL MEDIA FOCUS CHANNELS (in this order):

Instagram: [@modern_lantern](https://www.instagram.com/modern_lantern) | Pinterest: www.pinterest.com/modernlantern | Facebook: www.facebook.com/ModernLantern



Thanks So Much...

for your considering our **Cordless Lamps** to showcase on your social media channels. We work with designers and influencers in a multitude of ways and love to think out of the box when working with other creatives, but just a few simple ground rules we try to play by (and we respect your brand's guidelines too). As a small Mom & Pop Shop, we appreciate the exposure and we always like to share back too!

For background info on us and how we started, please see our About page:
<https://www.modernlantern.com/pages/about>

At our Core... Strong Design | High Quality | Performance | Excellent Customer Service | Real People | Enjoy the Ride!

Suggestions for Social Media Use

- We are looking for... Instagram, Pinterest, and Facebook posts. Stories in conjunction with permanent posts are OK. Also a Blog post, testimonial, and/or review we can use, backlinks to www.modernlantern.com are a BIG bonus.
- Please consider how unique our rechargeable lamps are and showcase them with high quality photography that exemplifies the fact that our lamps are cordless. Pushing them up against the wall isn't the best example. You're a talented designer, how would you grab your viewer's attention?
- Naturally we'd prefer you follow us and tag Modern Lantern in posts.
- We also use hashtags #ModernLantern #CordlessLamp (open to others). Product tagging is great too!
- Before writing copy please research our product from our About page which references User Guide, FAQs, and a brief history on our company. Some of our lamps are Outdoor, some are Made in the USA, but NOT all of them are. Please stick to the facts on each lamp, they can be different.
- If you have technical questions, let us know if you prefer us NOT TO comment on your posts. We typically just chime in on informational questions.
- We will repost, reuse photos (tagging you and photographers of course) or even us writing a blog about you featuring our product. Again we like to share the love, please let us know ahead of time if this is NOT ok, thanks.
- If we decide to offer a coupon code, let's do a unique one we can track.
- Do you have a Industry Resources Page? Please list us with a backlink.
- In most cases we'd love to use a Testomial quote from you on our problem solving lamps and a bio on you or your company on our blog post with a link back to your website or social media channel, so get us the details please.
- Finally, if for some odd reason you don't like our product, please just sent it back with pre-paid return label, versus being ugly. We'd never bad mouth you.

Please Don't...

- Don't violate the FTC's Endorsement Guides
- Don't use photos or materials that isn't original, if you use ours please check with us and/or giving the original source credit (incl. the photographer!)
- Show or highlight another brand in conjunction with our product or brand. Exclusivity please.
- No misleading content, let's stick to the facts
- Outdoor dramatic photos are great, but please don't mislead your viewers, most of our line isn't outdoor "wet rated".
- We don't have a lot of competitors, but we don't slander them if they show up to "play"
- Keep it Clean (less clutter and less confusing)

See page 2 for examples...

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Visual Suggestions for Social Media Use



This Blogger decided to get fashionably creative with the image which we think is really FUN! Certainly showcases that our lamp is Cordless!



While this shot is cute, with the lamp pushed up against the wall, bedside, it isn't doing a good job of highlighting that the lamp is battery operated and can go anywhere.