

Social Media Post Mock-Ups

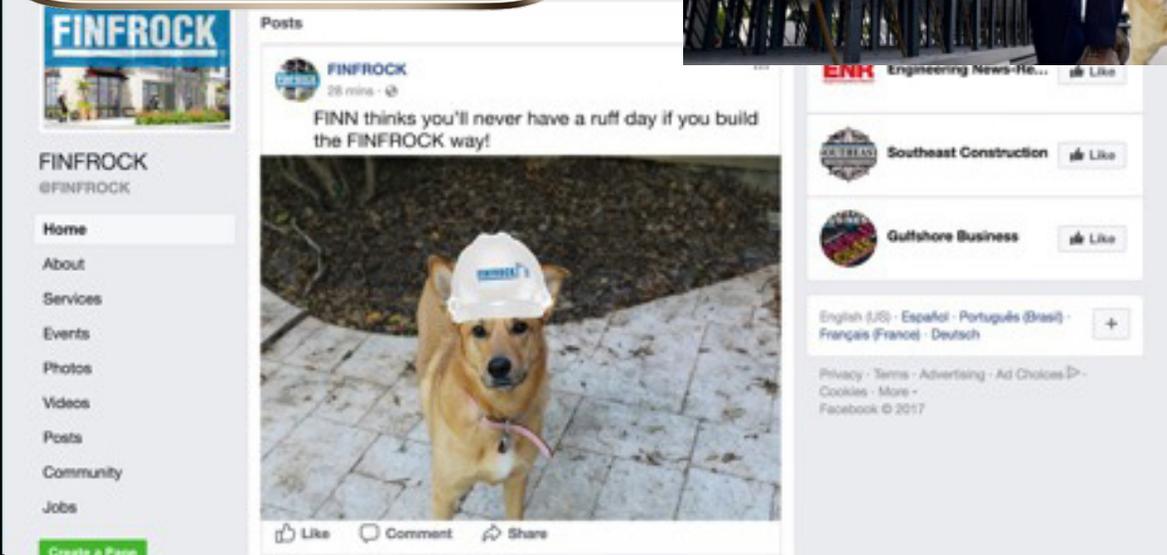
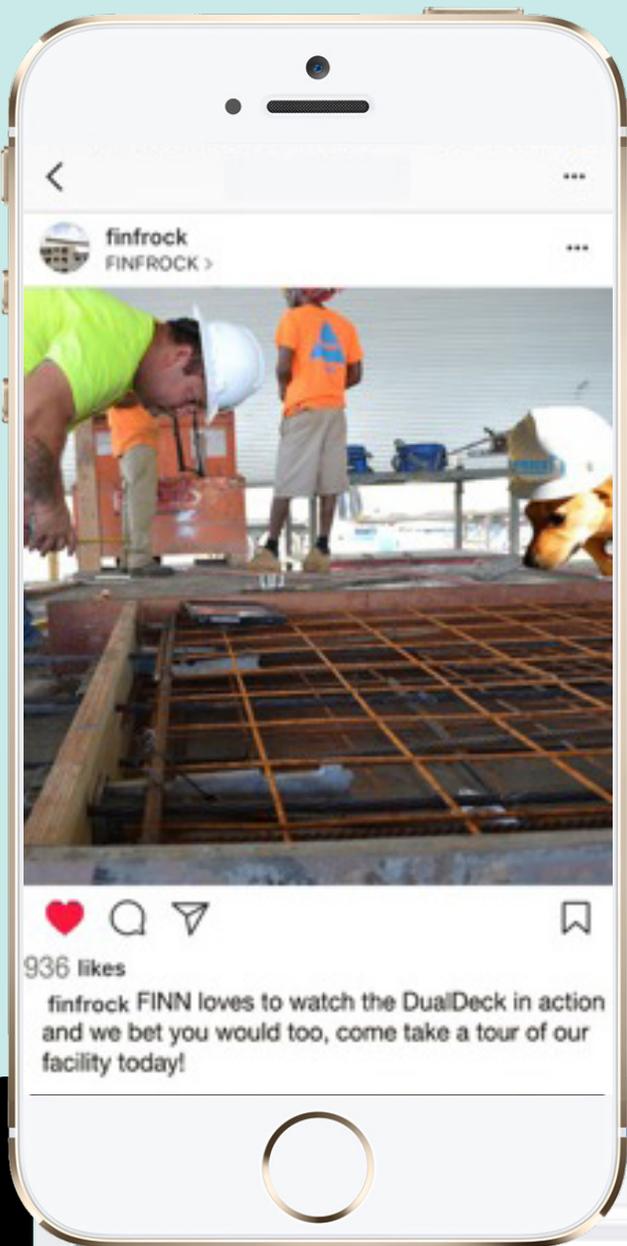
Employee Spotlights (Facebook, Instagram)

Make employees feel special through the use of social media, by doing an employee of the month each month, for each department at FINFROCK. Post a caption on why they won, and what makes them an exceptional employee. This not only shows that FINFROCK values their employees, but it makes the employee feel special and needed.



FINN the FINFROCK Dog (Possible Viral Marketing for Facebook, Instagram, Twitter, YouTube)

Use "FINN" (a golden retriever, or any type of family-oriented dog) as a mascot for FINFROCK. A great successful comparison would be the Target dog for Target. It shows off their family oriented company culture, and people love dogs. Why not have a super cute puppy walking around with a hard hat, that has FINFROCK's new stylish logo? People will think it's cute and FINFROCK could gain attention through possible viral social media videos and engagement on social media platforms. Fresh content can not only expand your reach but can also attract more leads.



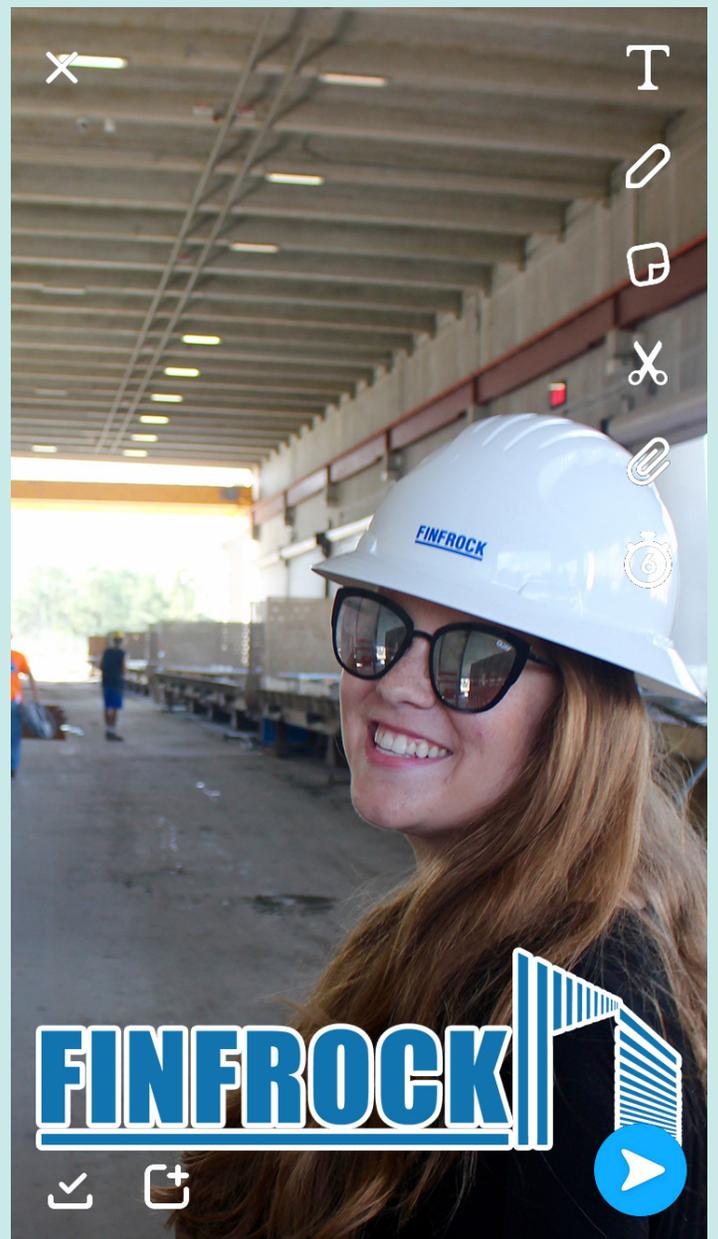
Culture Creation (Instagram)

Show off how fun it is to work at FINFROCK! It's not always about construction, but it's about building a culture that people want to work for. Posts that surround the atmosphere of FINFROCK will help with recruiting and reduce employee burnout.



Geotag Filter (Snapchat)

The Snapchat filter will be used on location for special events, using an innovative design at the bottom along with FINFROCK's new logo. This increases brand awareness at FINFROCK for clients, visitors, and their Snapchat followers. FINFROCK can also put geofilters for locations at their new student housing projects. That way, when students move in and take a snapchat of their new apartment, they can tag the location. An example would be a snapchat geofilter at Broadstone Winter Park that says "Made by FINFROCK."



Time-Lapse (Facebook, Instagram, Twitter)

Time-Lapse posts are interesting, fun, effective and important. Sophisticated time lapse applications can now prove new features like image overlays and image comparison, which can allow one to compare progress at a work site across different dates. A prospect that might be interested will be able to take an image of the project site on the first day and compare it with the new developments happening on day 80. Giving clients, workers and the community a look into the inside world of current construction projects is a brilliant way to let FINFROCK's audiences see progress and efficiency. They might even anticipate project completion!

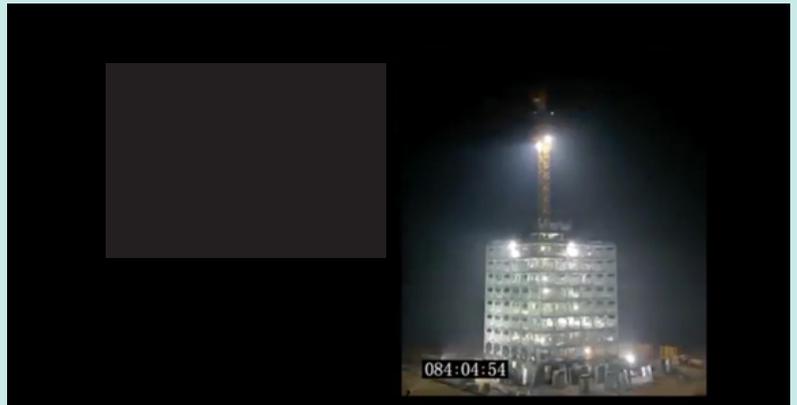
On the right-hand side, a mock-up for a Time-Lapse video is shown that could be distributed on social media sites and FINFROCK's website.

For example, a video of the Broadstone Winter Park complex could be posted on Facebook with the caption: "Progress is an everyday thing for us here at FINFROCK. Monitor our progress with our amazing time-lapse video at our new luxury apartment project: Broadstone Winter Park!"

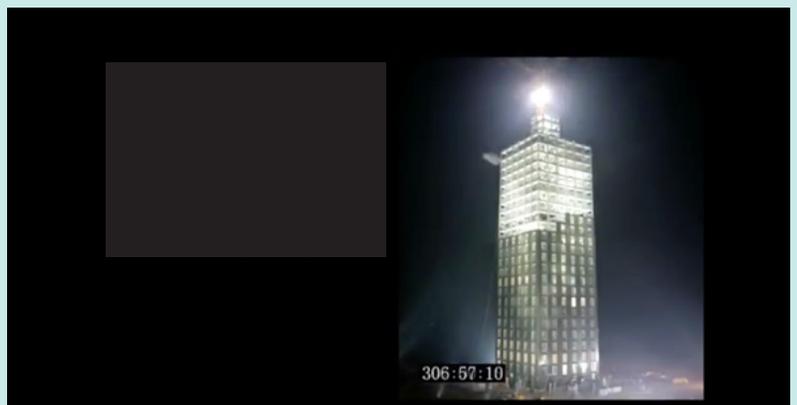
The following mock video has been adapted from Broad Group's video "30-Story Building Built In 15 Days"
Opens on the FINFROCK logo, dramatic music starts to pick up.



Building then proceeds to be built with a timeline below.



Video ends with an announcer stating:
"Built the FINFROCK Way"



360 Videos (Facebook/LinkedIn)

360 Videos are another interesting and innovative way for our audience on social media to become involved with the post. 360 videos are interactive and immersive. The viewer has to move their phone and body to view the entire video. It almost feels like the viewer is there, and is a fun way for people to learn more about FINFROCK and their projects.

The image shows a screenshot of a LinkedIn profile and a post. On the left is the profile of Sarah Benhamo, a Student Marketing Assistant at the University of Florida, with 13 profile views and 123 connections. The main post is from FINFROCK, a company with 1,699 followers, posted 1 week ago. The post features a 360-degree video of a multi-story building under construction, with a play button overlay. The video has 57 likes and 1 comment. Below the video are options to Like, Comment, and Share. Another post by Michael Weil, a Senior Analyst at Yext, is partially visible at the bottom.

Educational Posts/Videos (LinkedIn, Twitter)

Since education is a huge part of our campaign, and since our target market mainly uses LinkedIn to keep up with construction and design news, Kaleidoscope wants more in-depth educational news to be found on these sites.

