

My Keepsake Portfolio | IG/FB Reel

(Written by Liz Cotone highlighted in yellow.)

Objective:

DISCOVER

The purpose of this post is to show our Keepsake Portfolio during a timely part of the year as the school year is still early on. This reel will highlight how the portfolio is the perfect thing to keep every memory and milestone stored safely for the year.

Audience:

Parents/Teachers who are also parents

Models needed:

One child aged 7-8 years old. One female adult hand.

Script:

	Shot List	On-Screen Text
1	Child model w/ backpack smiles, holds up completed school artwork [Family Collage Craft: https://www.lakeshorelearning.com/resources/free-resources/crafts/familyCollage]	
2	C/U of My Keepsake Portfolio with dividers marked by month ("September, October, etc.) Adult female hand places the artwork in the September folder.	Keep their memories safe...
3	C/U of My Keepsake Portfolio (with more added to early fall month folders). Adult female hand places a holiday craft in the December folder. [Evergreen Symmetry Trees https://www.lakeshorelearning.com/resources/free-resources/crafts/symmetryTrees]	
4	C/U of much fuller My Keepsake Portfolio. Adult female hand places a graded worksheet with a large ✓ + and 😊 written on it in the April folder. [A Science worksheet like the ones in our Read About Science Learning Centers HH263]	...all year long.

5	<p>Child model has the (now full) My Keepsake Portfolio, excitedly runs to a comfy spot, and sits down to go through it.</p> <p>She pulls out the first piece of artwork and smiles, then digs in to discover more.</p>	<p>They'll thank you for it.</p> <p>See our caption for more!</p>
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Key Messaging & Considerations:

Please create a caption that appeals to parents' who want to create memories for their kids. We want this caption to be heartfelt and entice parents to check out the product.

No longer than 3-5 sentences.

CTA:

- FB: link to product.
- IG: check out the link in our bio.

Facebook Copy:

🎨 Every picture tells a story. ✨ Every project marks a milestone.

📁 It's easy to keep artwork, classwork and projects organized with My Keepsake Portfolio.

It even comes personalized 🎁 ...so every memory is specially their own.

Check it out at [bitly].

Instagram Copy:

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