

**Private and confidential:** For internal use only, not for external distribution.

## Daily Posting

This is our standard for creating Tiktok and Instagram contents.

### TIKTOK

- When creating a Tiktok content, always make sure that the video shots is bright and clear. We have softbox lights and we can also shoot a video outside for a better video quality.
- Offensive jokes, phrases, and filters are strictly prohibited when creating a meme or content. Uploading videos with these can lead to **disciplinary action**.
- Always double check the music, thumbnail, product link and caption.
- Be responsible for the Tiktok posting. *(Make sure that the details and quality of the video is correct)*
- Ask anyone to four-eye the captions and texts to avoid deleting and re-uploading due to mistakes.
- Use a minimal filter. Make sure that before filming the content, you look good.
  - Hair, Face, Make up and no-revealing shirts.

### INSTAGRAM FEED / STORY

- When creating an Instagram content, always make sure that the design and color palette is matched to the brand color and theme.
- Offensive jokes, phrases, and filters are strictly prohibited when creating a meme or content. Uploading content with these can lead to **disciplinary action**.
- Be responsible for the Instagram posting. *(Make sure that the details and captions is correct)*
- Ask anyone to four-eye the captions and texts to avoid deleting and re-uploading due to mistakes.

*Failure to follow these rules will lead to **disciplinary action**.*

**Private and confidential:** For internal use only, not for external distribution.

### Daily Posting

Morning Shift and Night Shift should post 5 TikTok contents per shift **(10 videos in all)**  
( 3 Memes and 2 Quality Video/Informative)

**Note that TikTok Videos should be uploaded in Shopee Video and YouTube Shorts**

### TIKTOK

<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

### INCENTIVE POSTINGS IN TIKTOK

- 100K VIEWS - 3,000 PHP
- 200K VIEWS - 5,000 PHP
- 300K VIEWS - 7,000 PHP
- 500K VIEWS - 10,000 PHP

*Failure to follow these rules will lead to **disciplinary action**.*

**Private and confidential:** For internal use only, not for external distribution.

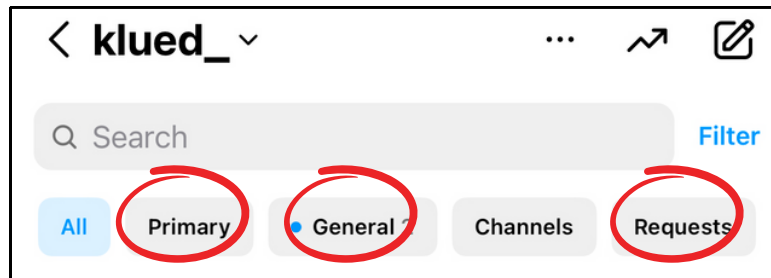
## INSTAGRAM

**Primary** - the messages on this are the content creators we have partnered with.

**General** - the messages here mostly are inquiries and tagged stories.

**Requests** - unopened messages regards with the inquiries and tagged stories and must be open ahead of time.

**Comments** - must be replied ahead of time. Response can be emojis and react with the comments.



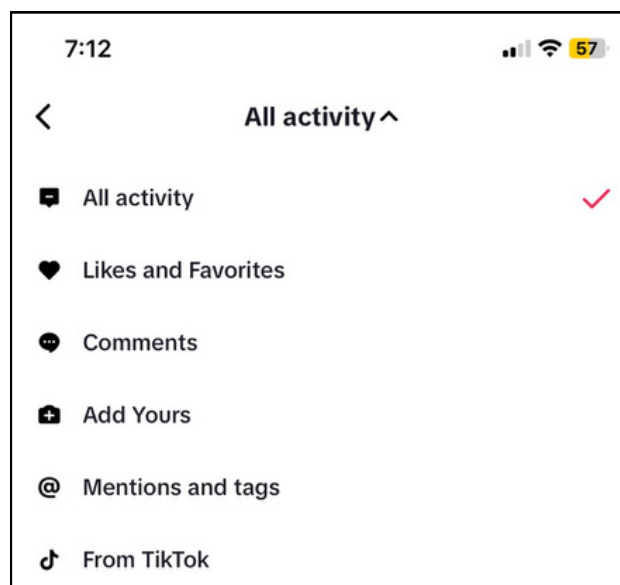
## TIKTOK

**Message Requests** - must be opened within the day. Mostly inquiries with the product and UGC applications.



In this section, it indicates all the activities/notification that must be checked on within the day.

- **Comments** - you can answer directly or reply with a video.
- All the **mentions** and **tagged videos** of us should be acknowledged immediately.



*This will be the daily routine*

**Private and confidential:** For internal use only, not for external distribution.

## LIVE SESSION DAY (Checklist)

- The Tiktok Live Event and the Greenscreens shall be prepared at least 3 day before the Live Session. *If we will have any changes due to event, vouchers and discount details, it should finished an hour before the live.*
- Posts (IG Story, IG Feed and TikTok Video) should be prepared the day before the Live Session. This will be uploaded 15 minutes before the live. If we will have any changes due to event, vouchers and discount details, it should finished an hour before the live.
- Tiktok Ad Video should be prepared the 4 days before the Live Session.
- Lights, Reflector, Phone stands, Backdrop, Table & Product set-up, Props, Products for texture, Microphones, Tissue, Bell, Chargers must be done an hour before the Live.
- All Microphones should be checked before the Live.
- All chargers must be plugged in the extensions to prevent phone and microphoone shutdown during the Live Session.
- Phones used in the Livestream and phones to be used to watch the Live must be prepared and charged before the Live.

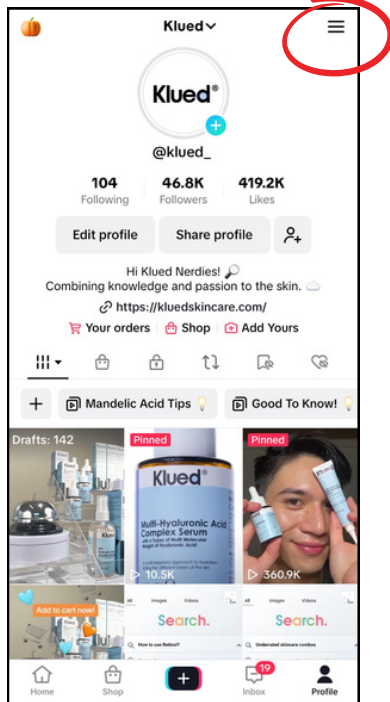
*Failure to follow these rules will lead to **disciplinary action**.*

**Private and confidential:** For internal use only, not for external distribution.

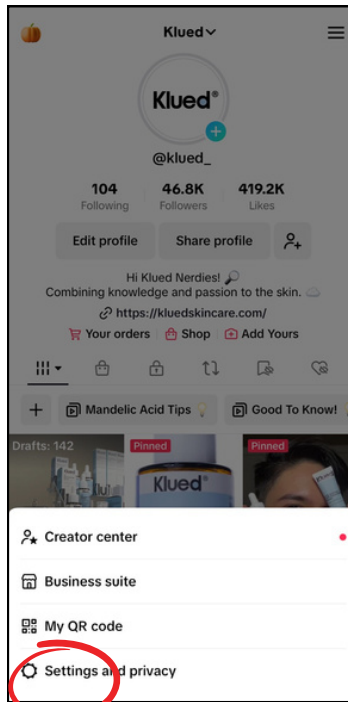
## LIVE SESSION DAY

- Create Tiktok Live Event.

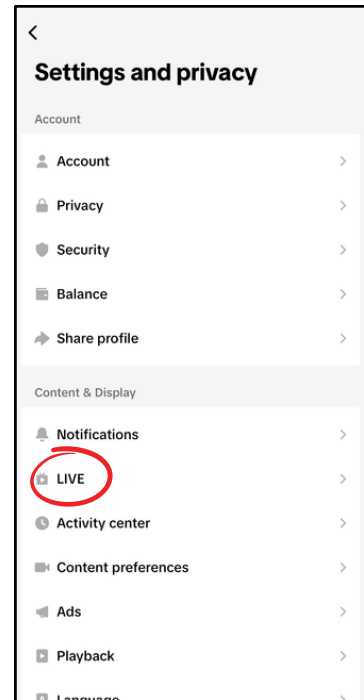
1



2



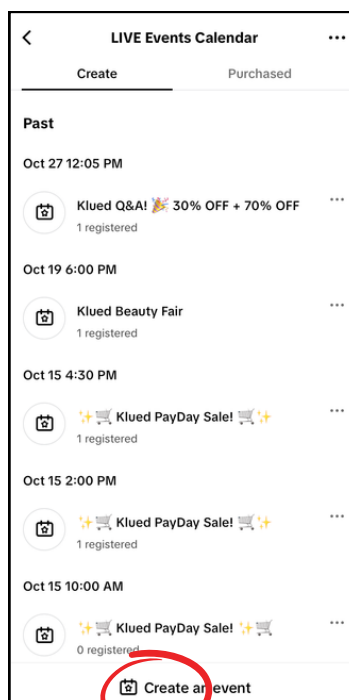
3



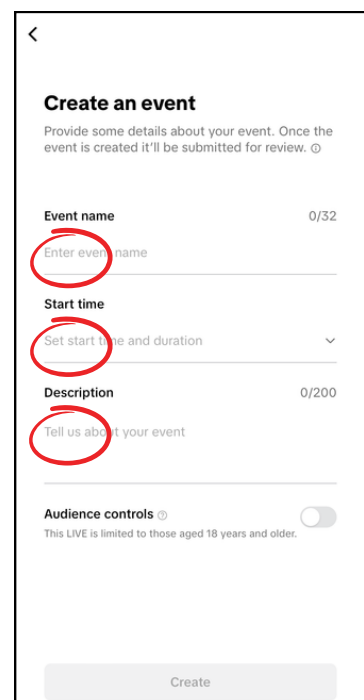
4



5



6



**Private and confidential:** For internal use only, not for external distribution.

### Live Set Up

- This is our standard for the table, product and lighting set up. Failure to do every step of this will lead to **disciplinary action**.



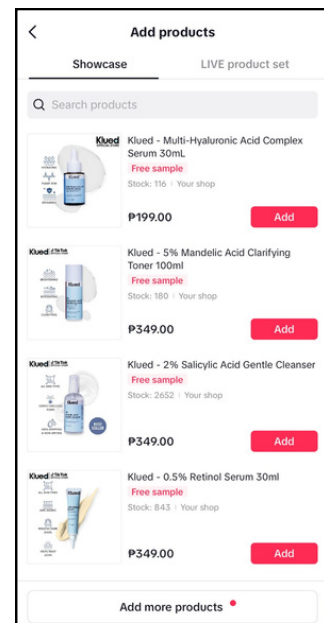
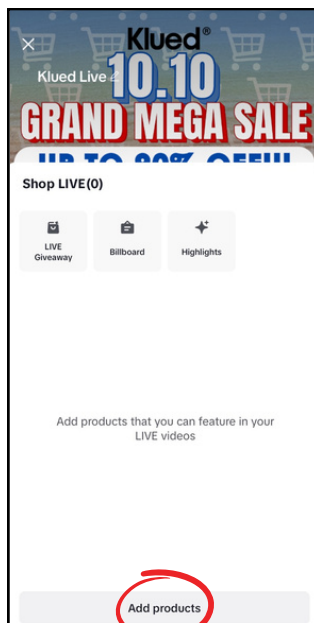
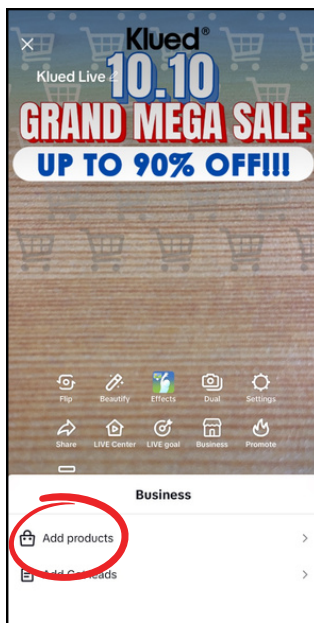
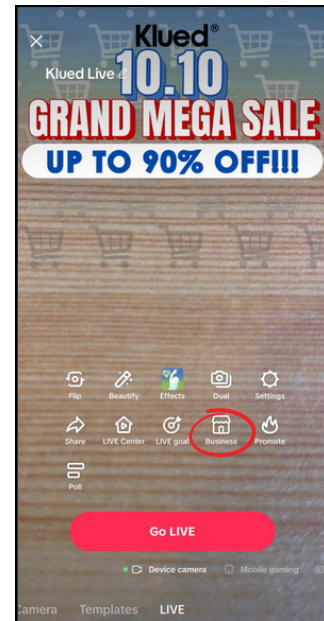
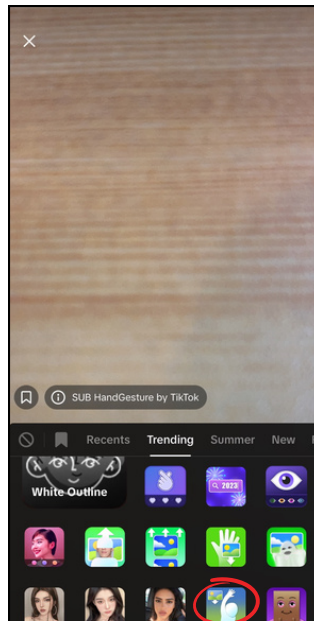
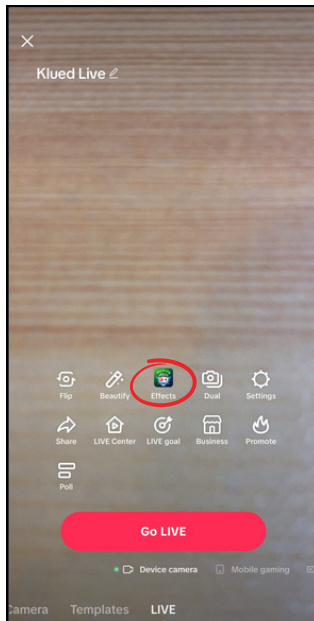
- The lighting set up should look like this. (1st picture)
  - 2 Lights Side by Side and 1 Light at the Top
- The products should be set up like this (2nd picture)
- Product should be in the center would be the **highlight product**.
- Make sure that the center device is working .
- Assure that the products are well cleaned. (No dirt and marks)

*Failure to follow these rules will lead to **disciplinary action**.*



**Private and confidential:** For internal use only, not for external distribution.

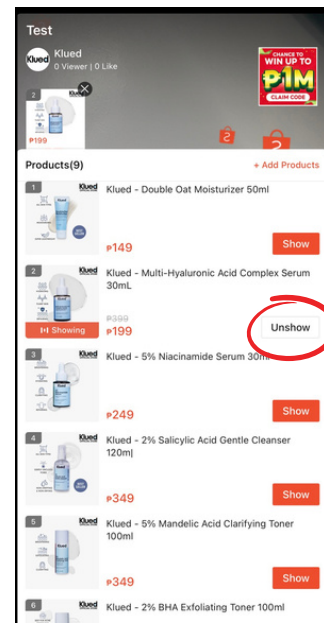
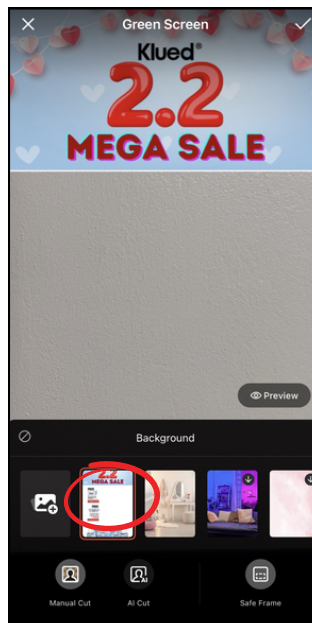
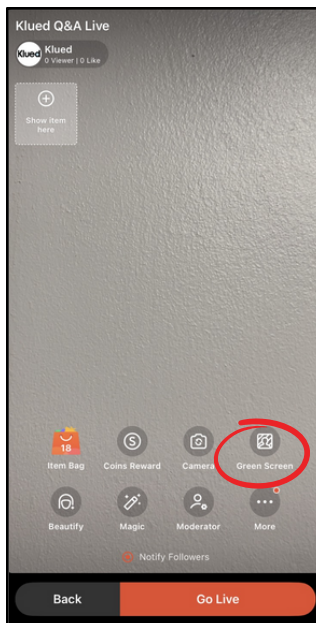
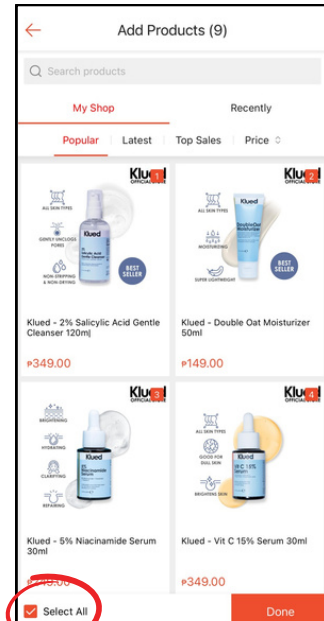
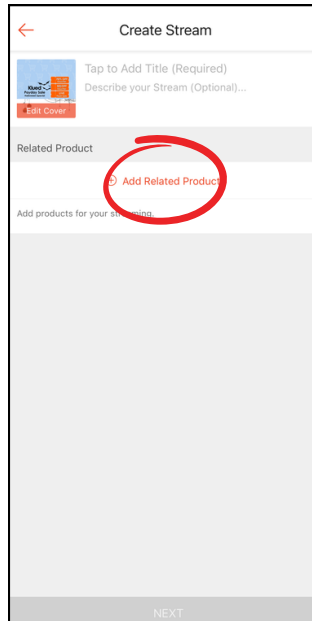
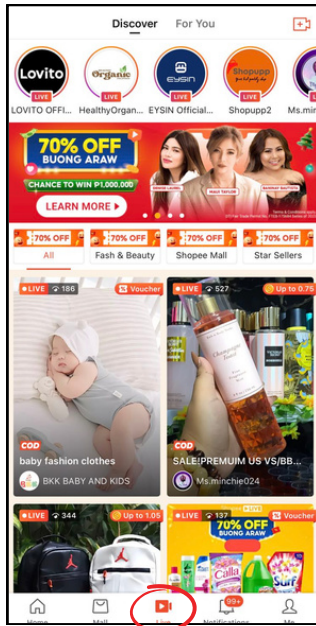
- How to go live in **TikTok**?



- Always set up the **Greenscreen effect** for the Live Background.
- To set up our Yellow Basket, Tap the **Business** icon and add all products. Always double check the yellow basket
- The Livestream should start **at least 5 minutes** before the scheduled Live.
- Always update the pinned product time to time specially if the host is flexing the specific product

**Private and confidential:** For internal use only, not for external distribution.

- How to go live in **Shopee**?

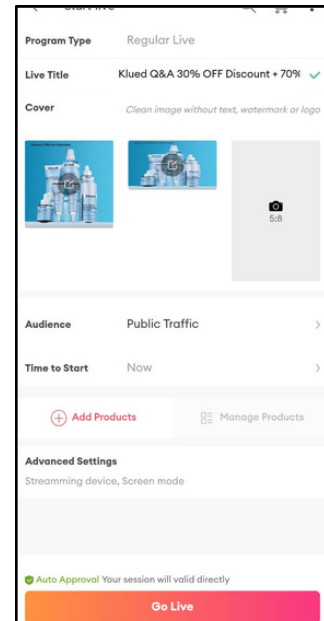
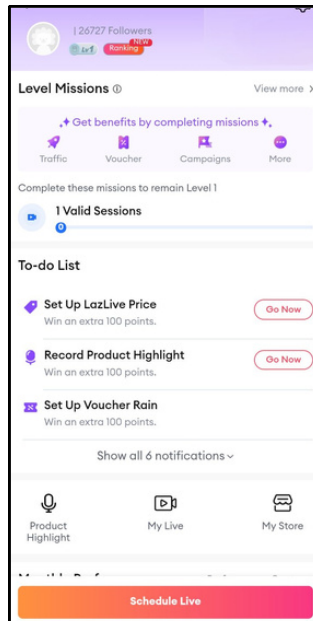
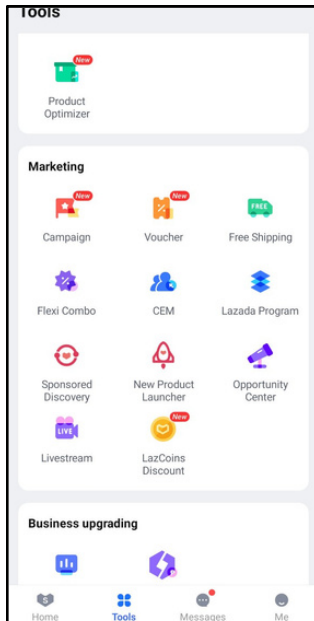


- Always update the **Cover**, **Title** and **Description** of the Livestream.
- Add **all products** for our Live, you can check the 'select all'.
- Always double check the orange basket
- **Effect** or **Greenscreen** should be added (*design is depending on the event*)
- Always update the pinned product time to time specially if the host is flexing the specific product



**Private and confidential:** For internal use only, not for external distribution.

- How to go live in **Lazada**?



- Go to Lazada **Seller Centre**.
- On the **Tools** section, select **Live Stream**.
- Tap **Schedule Live**.
- Always update the **Cover**, **Title** and **Description** of the Livestream.
- Add **all products**.
- Go Live**.

**Private and confidential:** For internal use only, not for external distribution.

### Do's and Don'ts

#### DO's

- Make a presentable appearance.
  - Tidy hair
  - Clean Make up look (NO LOUD MAKE UP)
- Make sure you are prepared 1 hour before live
- Always remind about the event including the discounts and deals every 15 minutes.
- Remind about the Flash Sale & Hoarding disclaimer.
- Double check if the filter is exaggerating your look
- Always prepare your needs
  - Water, Tissue and etc.
- Always wear light colors/vibrant colors
- 15 minutes of practice is the allotted for warm up before going live.
- Always start with a prayer before going live.

#### DONT's

- Don't show unnecessary movements during live.
- Don't wear any printed shirts showing branded clothing.
- Don't fully mention Shopee, Lazada, Instagram and during live. (It may cause account banning)
- Cursing and offensive jokes are prohibited during the livestream
- Don't flex the texture of Klued Vit C. 15% Serum during the livestream.
- Don't use the word *oxidization*, instead use *discoloration*.
- No revealing outfit
- Don't use overdesigned earrings, it may cause distraction.

*Failure to follow these rules will lead to **disciplinary action**.*

**Private and confidential:** For internal use only, not for external distribution.

### Product Flexing

#### Template when introducing a product on Live

- Purpose
- Key Ingredients
- How to use
- Flex Texture

- **Purpose**

When discussing the Product, always start with mentioning the *skin concern* relating to the product. **Don't forget to put the Brand name ( Klued ) in mentioning the product.**

EX: "para saan po yung **2% Salicylic Acid Gentle Cleanser?**"

Start with "If you have **oily skin, acne prone skin and sensitive skin**, i highly recommend..."

Then explain why that product is recommended for that specific skin concern, introduce the...

- **Key Ingredients**

Explain the **key ingredients** that could help with their **skin concern**.

- **How to use?**

**Key word for actives:** 2 to 3 times a week, only at night

**Key word for non-actives:** You can use this everyday, morning and night!



- **Flex the texture** of the product.

This can also be a great help when we have low numbers of viewers, so we can avoid dead air.

**Private and confidential:** For internal use only, not for external distribution.

**This is the standard hours of livestream for everyday/ regular days**

- Livestream everyday is 12 hours / 3 sessions
- Every session contains 4 hours minimum a day (Shopee and TikTok)
- Remaining hours should make contents

SHIFT	Shopee 	TikTok 
AM	8:00 AM - 12:00 NOON	8:00 AM - 12:00 NOON
AM	12:00 NOON - 4:00 PM	12:00 NOON - 4:00 PM
PM	6:00 PM - 10:00 PM	6:00 PM - 10:00 PM
PM	10:00 PM - 2:00 AM	10:00 PM - 2:00 AM

## ORDERS SOLD PER LIVE

**This is the standard minimum order per hour of livestream for everyday/ regular days**

5 order per hour