

SASE phase 1 Social static posts

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R4

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LUMEN®

Social static needs

4 static ads for each EveryoneSocial, LinkedIn, Twitter and Reddit. All drive to new SASE product page.

- Ad 1: Evolved. Headline = no change. Subhead = Run SASE on the Lumen Platform
- Ad 2: Evolved. Headline = no change. Subhead = SASE secures every network access point at scale
- Ad 3: Headline = Unified. Simplified. Subhead: Claim - VMware SASE reduced time to manage network and security by 50% [\[Forrester TEI\]](#)

[actual approved claims here]

Lumen and VMware deliver a unified solution to simplify network and security and help customers see a 50% reduction in management time.*

MORIA'S PREFERENCE ABOVE

VMware SASE provided an ROI of 218%, with payback in less than 6 months*

[Citation will show on product page, one click away]

*Forrester Consulting, The Total Economic Impact™ Of VMware SASE Cost Savings and Business Benefits Enabled By SASE, 2022.

- Ad 4: Headline = Secured. Scalable. Subhead = Best of networking w/best of security or Leader in networking w/leader in security unified on single platform.

Cross-platform post #1

NOTE: Character counts represent ideal ranges but may be more flexible than noted. For further insight into character counts and tone, see **Best Practices** section.

EveryoneSocial	LinkedIn	Twitter
Post Text (100): Unify application access, security and management for your enterprise with Lumen® SASE Solutions. (96)	Post Text (100): Unify application access, security and management for your enterprise with Lumen® SASE Solutions. (96)	Post Text (100): Unify application access, security and management for your enterprise with Lumen® SASE Solutions. (96)
 A vertical graphic with a dark blue background. At the top, the text 'Networking. Security. Evolved.' is written in white. Below this is a glowing blue padlock icon surrounded by a circular pattern of dots. At the bottom, the text 'Lumen® SASE Solutions' is written in white, with a small orange button below it that says 'LEARN MORE'. The LUMEN logo is at the very bottom.	 A vertical graphic with a dark blue background. At the top, the text 'Networking. Security. Evolved.' is written in white. Below this is a glowing blue padlock icon surrounded by a circular pattern of dots. At the bottom, the text 'Lumen® SASE Solutions' is written in white, with a small orange button below it that says 'LEARN MORE'. The LUMEN logo is at the very bottom.	 A vertical graphic with a dark blue background. At the top, the text 'Networking. Security. Evolved.' is written in white. Below this is a glowing blue padlock icon surrounded by a circular pattern of dots. At the bottom, the text 'Lumen® SASE Solutions' is written in white, with a small orange button below it that says 'LEARN MORE'. The LUMEN logo is at the very bottom.
Image text: Networking. Security. Evolved. (29) SH: Run SASE on the Lumen Platform (30) CTA: LEARN MORE	Image text (70): Networking. Security. Evolved. (29) SH: Run SASE on the Lumen Platform. (30) CTA: LEARN MORE	Website Title: Networking. Security. Evolved. (29) SH: Run SASE on the Lumen Platform. (30) CTA: SHOP NOW

Cross-platform post #1 (cont.)

NOTE: Character counts represent ideal ranges but may be more flexible than noted. For further insight into character counts and tone, see **Best Practices** section.

Reddit	Reddit Alt #1	Reddit Alt #2
Post Text (300): Stop running your network like a circus. Simplify management with Lumen® SASE Solutions. Lions and elephants not included. (122)	Post Text (300): Tired of herding cats in a rainstorm? Simplify your network security and management with Lumen® SASE Solutions. MEOW-zah! (95)	Post Text (300): You know how mac n cheese solves dinner in one box? That's pretty much how Lumen® SASE Solutions simplifies network access and management for your whole enterprise. (164)
 A vertical advertisement for Lumen SASE Solutions. It features a dark blue background with a glowing padlock icon in the center. Above the padlock, the text reads 'Networking. Security. Evolved.' Below the padlock, it says 'Lumen® SASE Solutions' and at the bottom, 'LUMEN'.		
Image text (35-40): Networking. Security. Evolved. Run SASE on the Lumen Platform (61) CTA: GET SASE	Image text (35-40): Networking. Security. Evolved. Run SASE on the Lumen Platform (61) CTA: GET SASE	Image text (35-40): Networking. Security. Evolved. Run SASE on the Lumen Platform (61) CTA: GET SASE

Cross-platform post #2

NOTE: Character counts represent ideal ranges but may be more flexible than noted. For further insight into character counts and tone, see **Best Practices** section.

EveryoneSocial	LinkedIn	Twitter
Post Text (100): Unify application access, security and management across devices with Lumen® SASE Solutions. (92)	Post Text (100): Unify application access, security and management across devices with Lumen® SASE Solutions. (92)	Post Text (100): Unify application access, security and management across devices with Lumen® SASE Solutions. (92)
 A vertical graphic with a dark blue background. At the top, the text 'Networking. Security. Evolved.' is written in white. Below this is a glowing blue padlock icon surrounded by a circular pattern of small white dots. At the bottom, the text 'Lumen® SASE Solutions' is written in white, with a small orange button labeled 'LEARN MORE' below it. The LUMEN logo is at the very bottom.	 A vertical graphic with a dark blue background. At the top, the text 'Networking. Security. Evolved.' is written in white. Below this is a glowing blue padlock icon surrounded by a circular pattern of small white dots. At the bottom, the text 'Lumen® SASE Solutions' is written in white, with a small orange button labeled 'LEARN MORE' below it. The LUMEN logo is at the very bottom.	 A vertical graphic with a dark blue background. At the top, the text 'Networking. Security. Evolved.' is written in white. Below this is a glowing blue padlock icon surrounded by a circular pattern of small white dots. At the bottom, the text 'Lumen® SASE Solutions' is written in white, with a small orange button labeled 'LEARN MORE' below it. The LUMEN logo is at the very bottom.
Image text: Networking. Security. Evolved. (29) SH: Secure application access at scale with SASE (44) CTA: LEARN MORE	Image text: Networking. Security. Evolved. (29) SH: Secure application access at scale with SASE (44) CTA: LEARN MORE	Website Title: Networking. Security. Evolved. (29) SH: Secure application access at scale with SASE (44) CTA: SHOP NOW

Cross-platform post #2 (cont.)

NOTE: Character counts represent ideal ranges but may be more flexible than noted. For further insight into character counts and tone, see **Best Practices** section.

Reddit	Reddit Alt #1	Reddit Alt #2
Post Text (300): Stop running your network like a circus. Run SASE on the Lumen Platform and simplify management. Lions and elephants not included. (130)	Post Text (300): Tired of herding cats in a rainstorm? Run SASE on the Lumen Platform and simplify management. MEOW! (99)	Post Text (300): You know how mac n cheese makes everyone at the dinner table happy? That's pretty much how Lumen® SASE Solutions simplifies network access and management for your whole enterprise. (180)
 A vertical advertisement for Lumen SASE Solutions. It features a dark blue background with a glowing blue padlock icon in the center. Above the padlock, the text 'Networking. Security. Evolved.' is written in white. Below the padlock, 'Lumen® SASE Solutions' is written in white, and at the bottom, 'LUMEN' is written in white. A small orange button with the text 'GET SASE' is located below the main text.		
Image text (35-40): Networking. Security. Evolved. (29) SH: Secure application access at scale with SASE (44) CTA: GET SASE	Image text (35-40): Networking. Security. Evolved. (29) SH: Secure application access at scale with SASE (44) CTA: GET SASE	Image text (35-40): Networking. Security. Evolved. (29) SH: Secure application access at scale with SASE (44) CTA: GET SASE

Cross-platform post #3 - VMware

NOTE: Character counts represent ideal ranges but may be more flexible than noted. For further insight into character counts and tone, see **Best Practices** section.

EveryoneSocial	LinkedIn	Twitter
Post Text (100): See how Lumen and VMware helped customers reduce management time 50% with a unified network and security solution.* (115)	Post Text (100): See how Lumen and VMware helped customers reduce management time 50% with a unified network and security solution.* (115)	Post Text (100): See how Lumen and VMware helped customers reduce management time 50% with a unified network and security solution.* (115)
 A vertical graphic for Lumen SASE. It features the text 'Secured. Simplified.' at the top, followed by the 'SASE' logo in large, stylized letters. Below the logo is the text 'Scalable networking and simplified security unified with one single-platform solution.' and a 'GET STARTED' button. The LUMEN logo is at the bottom.	 A vertical graphic for Lumen SASE. It features the text 'Secured. Simplified.' at the top, followed by the 'SASE' logo in large, stylized letters. Below the logo is the text 'Scalable networking and simplified security unified with one single-platform solution.' and a 'GET STARTED' button. The LUMEN logo is at the bottom.	 A vertical graphic for Lumen SASE. It features the text 'Secured. Simplified.' at the top, followed by the 'SASE' logo in large, stylized letters. Below the logo is the text 'Scalable networking and simplified security unified with one single-platform solution.' and a 'GET STARTED' button. The LUMEN logo is at the bottom.
Image text: Unified. Simplified. SASE. (26) SH: Lumen® SASE with VMware (23) CTA: LEARN MORE	Image text: Unified. Simplified. SASE. (26) SH: Lumen® SASE with VMware (23) CTA: LEARN MORE	Website Title: Unified. Simplified. SASE. (26) SH: Lumen® SASE with VMware. (23) CTA: SHOP NOW

Cross-platform post #3 – VMware – Alt claim option

EveryoneSocial	LinkedIn	Twitter
Post Text (100): See how Lumen and VMware SASE provided customers with an ROI of 218%, with payback in less than 6 months.* (105)	Post Text (100): See how Lumen and VMware SASE provided customers with an ROI of 218%, with payback in less than 6 months.* (105)	Post Text (100): See how Lumen and VMware SASE provided customers with an ROI of 218%, with payback in less than 6 months.* (105)
 A vertical graphic for Lumen SASE. It features the text 'Secured. Simplified.' at the top, followed by a large 'SASE' logo with a blue and orange stylized 'S' and 'A'. Below the logo, it says 'Scalable networking and simplified security unified with one single platform solution.' and 'GET A DEMO' in an orange button. The LUMEN logo is at the bottom.	 A vertical graphic for Lumen SASE, identical to the one in the EveryoneSocial column.	 A vertical graphic for Lumen SASE, identical to the one in the EveryoneSocial column.
Image text: Unified. Simplified. SASE. (26) SH: Lumen® SASE with VMware (23) CTA: LEARN MORE	Image text: Unified. Simplified. SASE. (26) SH: Lumen® SASE with VMware (23) CTA: LEARN MORE	Website Title: Unified. Simplified. SASE. (26) SH: Lumen® SASE with VMware. (23) CTA: SHOP NOW

Cross-platform post #3 (cont.)

NOTE: Character counts represent ideal ranges but may be more flexible than noted. For further insight into character counts and tone, see **Best Practices** section.

Reddit	Reddit Alt #1	Reddit Alt #2
Post Text (300): Tired of running your network like a circus? Tame the lions and see how Lumen and VMware helped customers reduce management time 50% with a unified network and security solution.* (179)	Post Text (300): Tired of herding cats in a rainstorm? See how Lumen and VMware helped customers reduce management time 50% with a unified network and security solution.* MEOW! (159)	Post Text (300): You know how mac n cheese makes the whole fam happy? That's how Lumen and VMware helped customers reduce management time 50% with a unified network and security solution.* (171)
		
Image text (35-40): Unified. Simplified. SASE. (26) SH: Lumen® SASE with VMware (23) CTA: LEARN MORE	Image text (35-40): Unified. Simplified. SASE. (26) SH: Lumen® SASE with VMware (23) CTA: LEARN MORE	Image text (35-40): Unified. Simplified. SASE. (26) SH: Lumen® SASE with VMware (23) CTA: LEARN MORE

Cross-platform post #4 - Fortinet

NOTE: Character counts represent ideal ranges but may be more flexible than noted. For further insight into character counts and tone, see **Best Practices** section.

EveryoneSocial	LinkedIn	Twitter
Post Text (100): See what happens when two leaders in networking and security unite on a single platform. (88)	Post Text (100): See what happens when leaders in networking and security unite on a single platform. (88)	Post Text (100): See what happens when two leaders in networking and security unite on a single platform. (88)
		
Image text: Secured. Scalable. SASE. (24)	Image text: Secured. Scalable. SASE. (24)	Website Title: Secured. Scalable. SASE. (24)
SH: Lumen® SASE with Fortinet (25)	SH: Lumen® SASE with Fortinet (25)	SH: Lumen® SASE with Fortinet (25)
CTA: LEARN MORE	CTA: LEARN MORE	CTA: SHOP NOW

Cross-platform post #4 (cont.)

NOTE: Character counts represent ideal ranges but may be more flexible than noted. For further insight into character counts and tone, see **Best Practices** section.

Reddit	Reddit Alt #1	Reddit Alt #2
Post Text (300): Tired of running your network like a circus? Tame the lions and see what happens when two leaders in networking and security unite on a single platform. (152)	Post Text (300): Tired of herding cats in a rainstorm? See what happens when two leaders in networking and security unite on a single platform. MEOW! (132)	Post Text (300): Like peanut butter and jelly? Cookies and cream? See what happens when two leaders in networking and security unite on a single platform. Don't forget the cold milk. (165)
 A vertical graphic for Lumen SASE. It features the text 'Secured. Simplified.' at the top, followed by the 'SASE' logo in large, colorful letters. Below the logo, it says 'Scalable networking and simplified security unified with one single platform solution.' and a 'GET STARTED' button. The LUMEN logo is at the bottom.		
Image text (35-40): Secured. Scalable. SASE. (24) SH: Lumen® SASE with Fortinet (25) CTA: LEARN MORE	Image text (35-40): Secured. Scalable. SASE. (24) SH: Lumen® SASE with Fortinet (25) CTA: LEARN MORE	Image text (35-40): Secured. Scalable. SASE. (24) SH: Lumen® SASE with Fortinet (25) CTA: LEARN MORE