SOCIAL MEDIA CAMPAIGN - "HYDRATE" REUSABLE WATER BOTTLE COMPANY

Instagram Post #1

[Image: Person hiking on mountain trail, drinking from sleek blue Hydrate bottle against stunning vista]

Caption: Every adventure deserves proper hydration. 🏔️

Our Alpine Series bottles keep cold drinks ice-cold for 36 hours, even when the trail gets hot. Double-walled, leakproof, and lighter than your smartphone.

Adventure more. Plastic never. #HydrateResponsibly #ZeroWaste

Instagram Post #2

[Image: Split-screen showing plastic bottles in landfill vs. colorful row of Hydrate bottles]

Caption: The average American uses 167 plastic bottles annually, with only 25% ever making it to recycling.

Make the switch once. Impact the planet forever.

All Hydrate bottles come with a lifetime guarantee – the last water bottle you'll ever need to buy.

Use code LASTBOTTLE for 15% off your first purchase. #BreakUpWithPlastic

Instagram Story Series: "Hydration Hacks"

[Slide 1] DID YOU KNOW? 75% of Americans are chronically dehydrated.

[Slide 2] Proper hydration improves energy levels, skin clarity, and cognitive function.

[Slide 3] The Hydrate app helps you track water consumption and sends smart reminders when you're falling behind.

[Slide 4] Our bottles' measurement markers make it easy to ensure you're getting your daily 8 glasses.

[Slide 5] SWIPE UP to download our free Hydration Guide and get 10% off your first Hydrate bottle!

Twitter/X Post

The environmental cost of bottled water is 2000x that of tap water. Our filters remove 99.9% of contaminants while our bottles prevent thousands of single-use plastics from entering oceans yearly.

Make hydration sustainable. #HydrateForGood

Facebook Ad

Headline: Meet the Water Bottle That Saved 17 Million Plastic Bottles Last Year

Body: When we launched Hydrate in 2020, we had a simple mission: create the perfect reusable water bottle that people would actually use consistently.

Three years and 1.7 million customers later, we've prevented over 17 million pounds of plastic waste.

What makes Hydrate different?

- Proprietary TempLock™ technology keeps drinks cold for 36hrs or hot for 18hrs
- Ergonomic design that fits cupholders, backpack pockets, and your hand perfectly
- Integrated time markers that help you meet daily hydration goals
- Portion of every sale funds clean water projects worldwide

For a limited time: Buy one, get one 50% off to share with a friend who still uses plastic.

[SHOP NOW]