

Rhode Social Media Strategy

rhode

Prepared by

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Overarching Social Media Strategy

Deepen the community so that every woman, at every age, with every skin type, sees herself in Rhode.



Platform Selection

Primary Platforms

Instagram

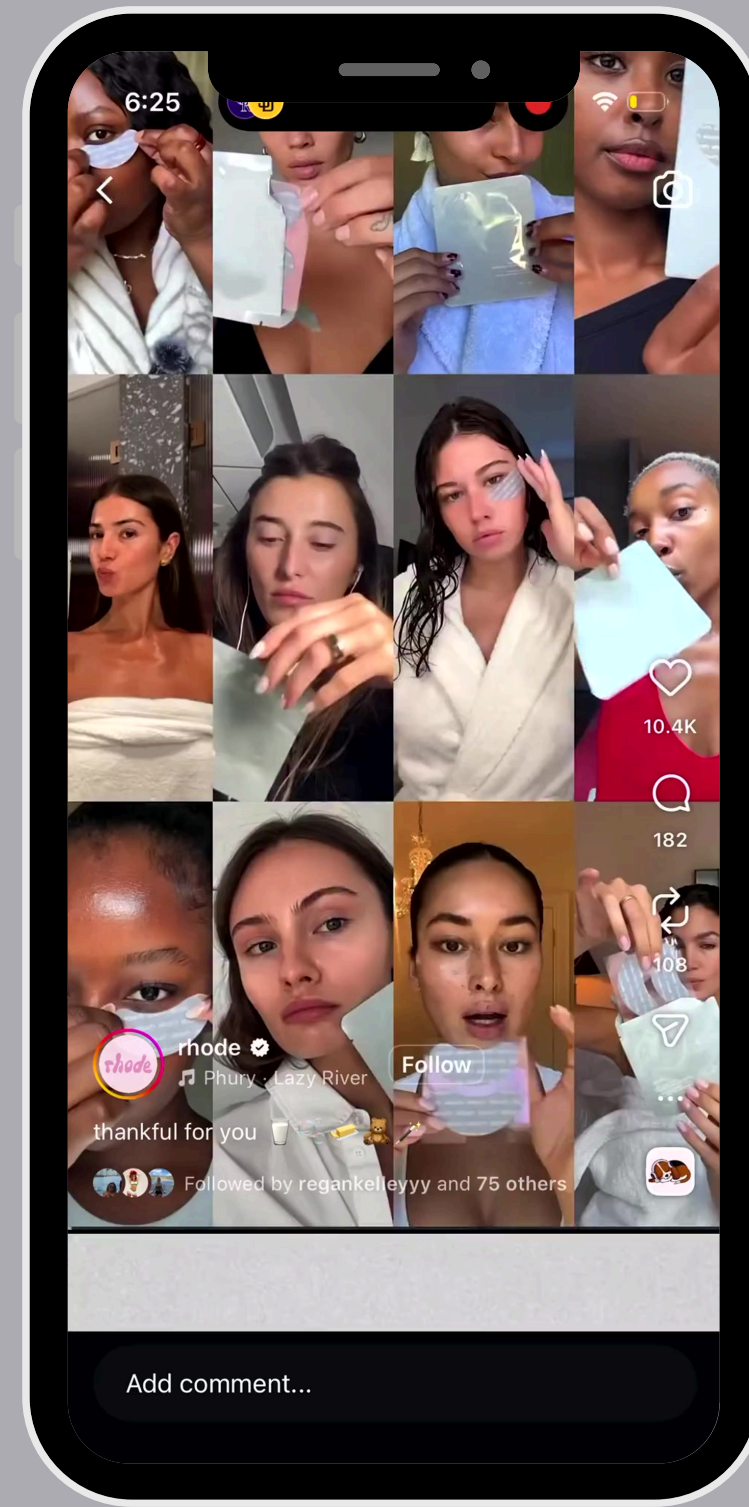
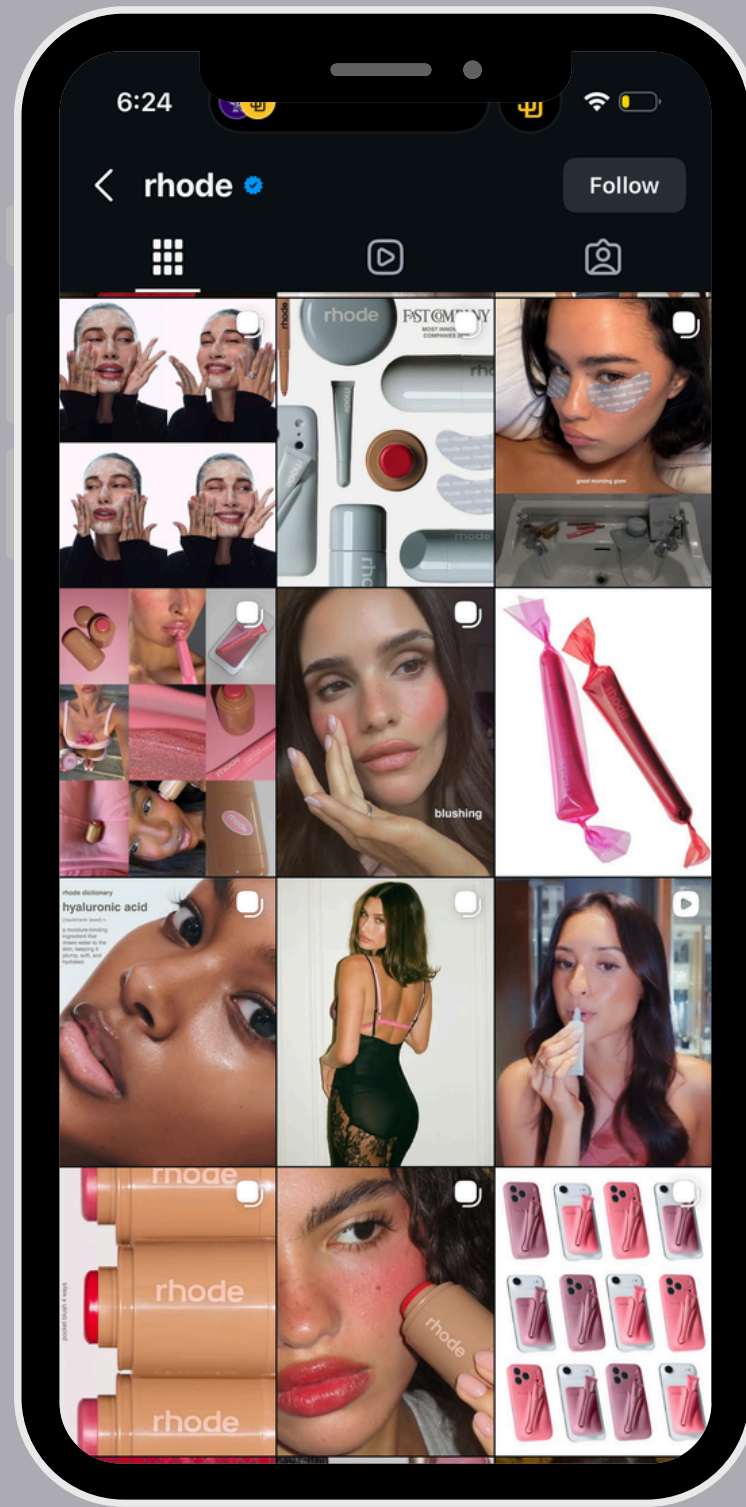
Visually showcase products, ambience, and daily highlights through photos and short videos.

TikTok

Share fun, relatable clips, behind-the-scenes moments, and trending content.

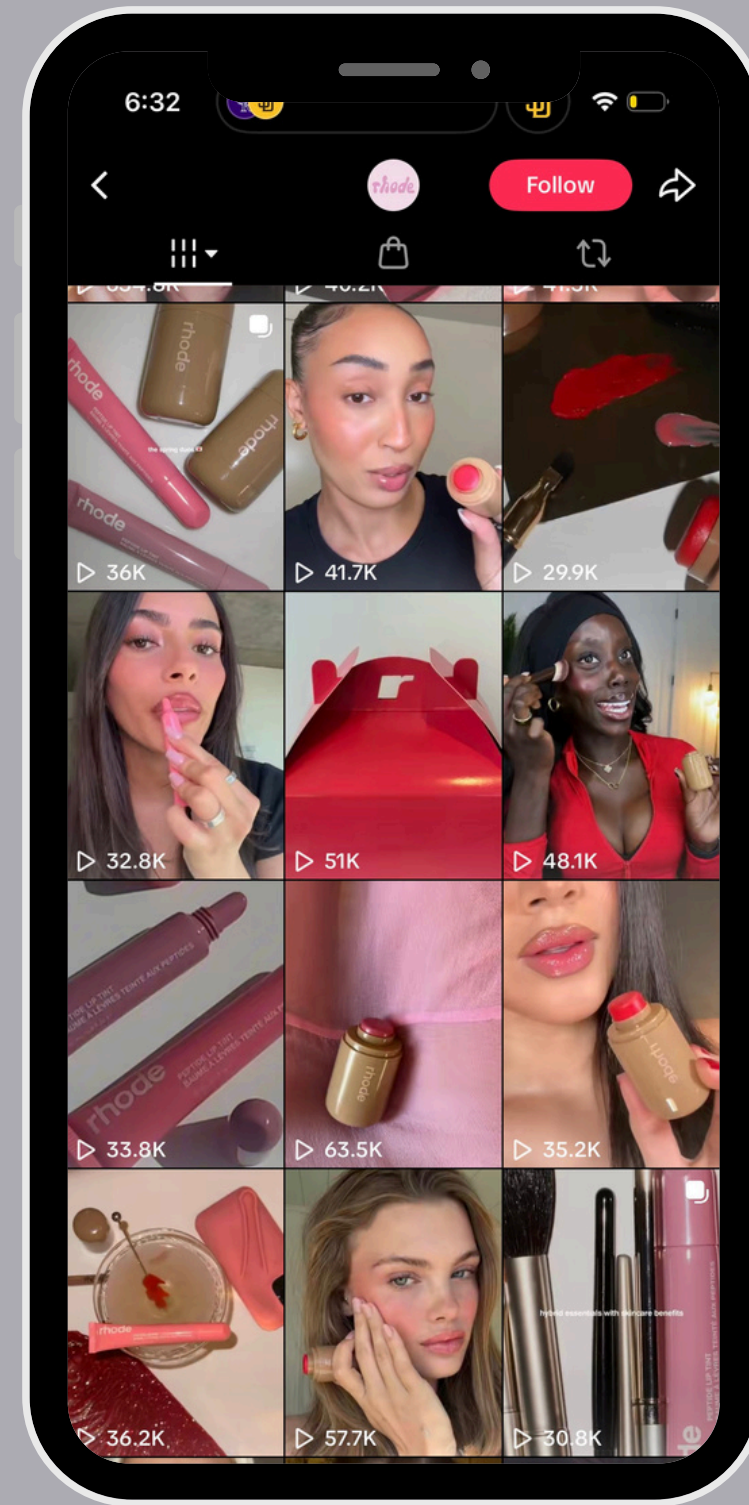
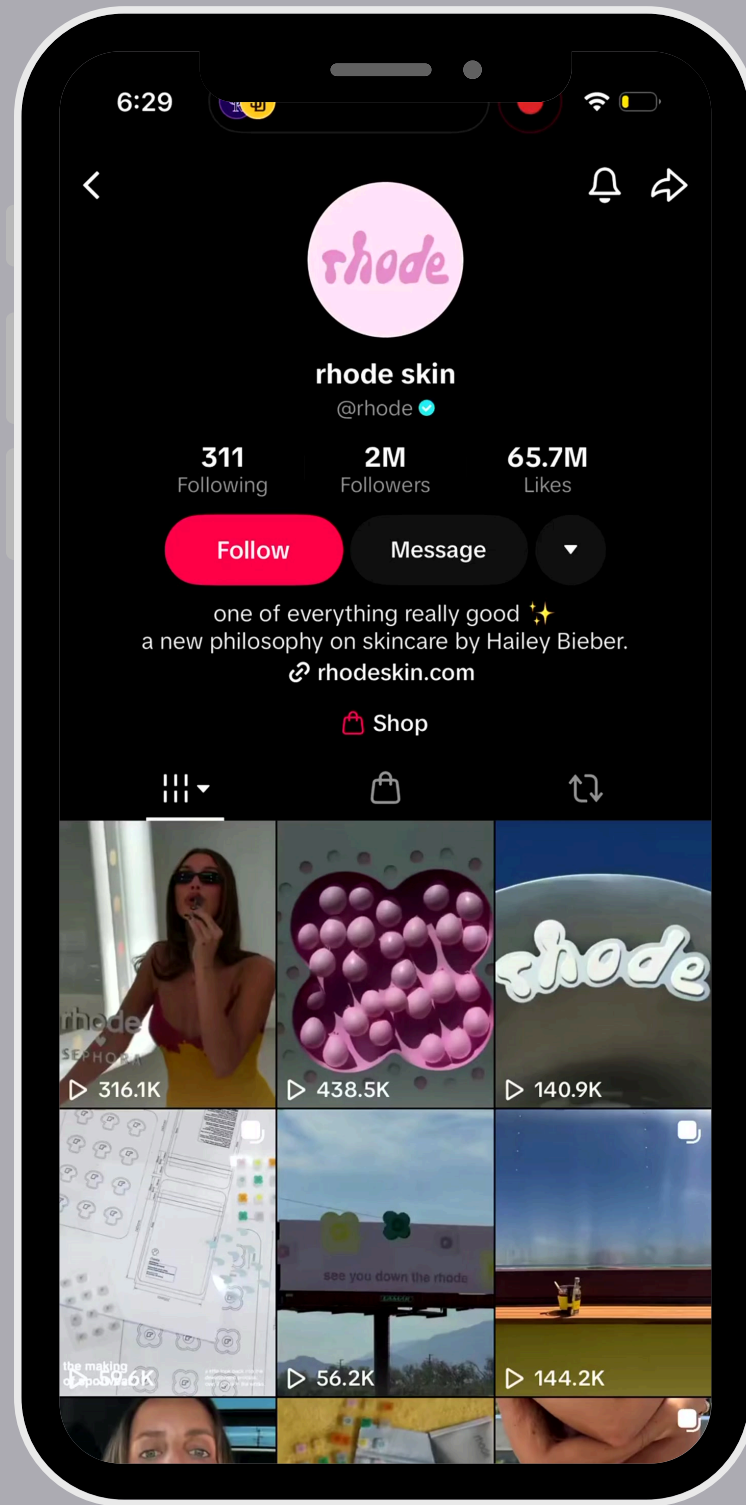
Why These Platforms

They are where the audience both discovers and evaluates products. Instagram builds aspiration and brand identity, while TikTok drives trust and real purchase decisions.



Instagram

- Highest follower count (4.5M)
- Community for the brand.
- Visual portfolio: aesthetic grid layout + story highlights
- Sienna (18–30, trend conscious, influenced by creators) lives on IG



TikTok

- Platform supports growth + discovery
- Allows for raw, unfiltered, and relatable videos like GRWM's
- Both Sienna and Maya (follows every TikTok restock/haul video) live here

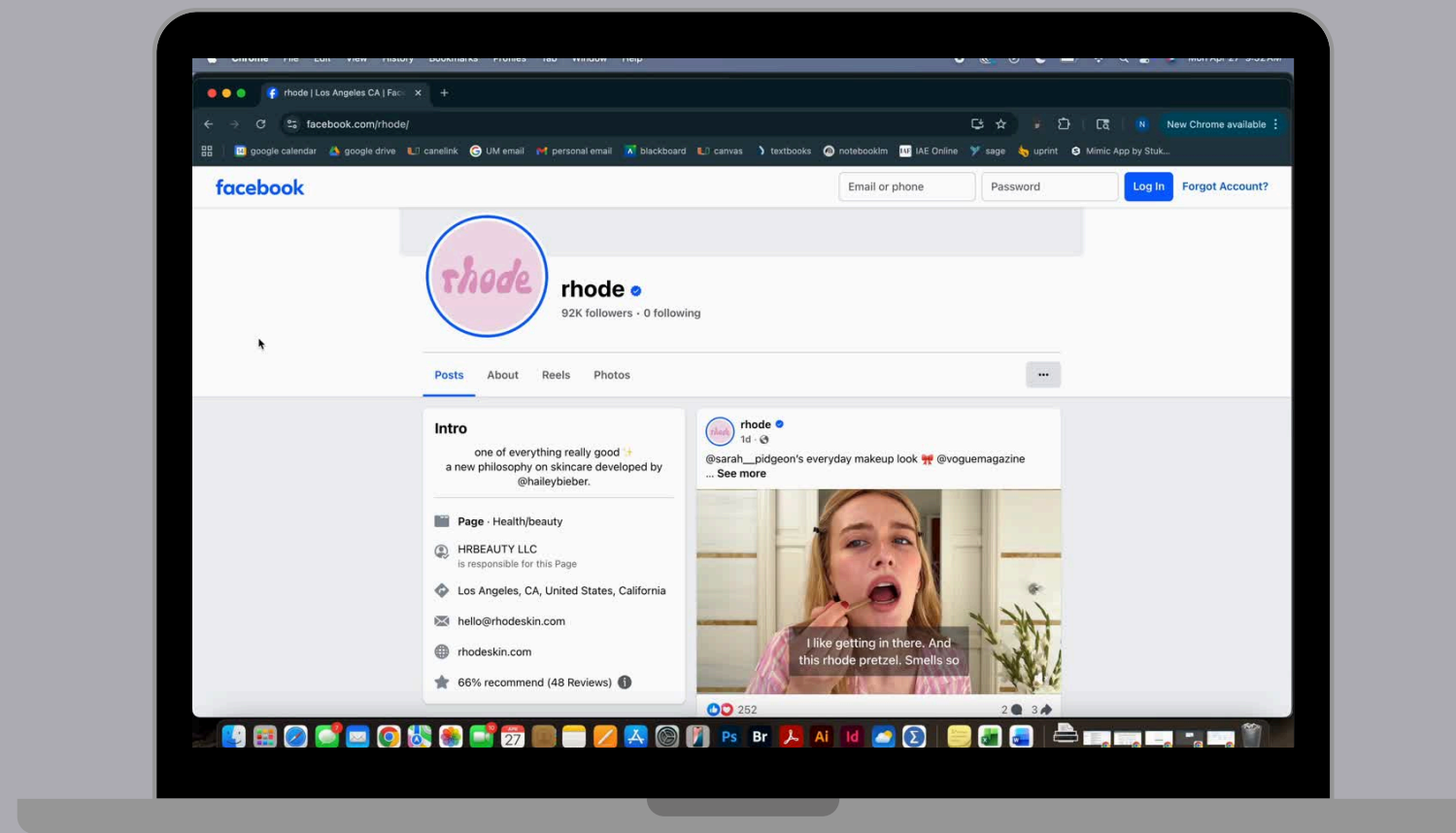
Youtube



- Currently have no YT channel
- Targets younger + older generations w/ short and long form content
- Long form content for older audiences w/ longer attention spans
- YT shorts for younger generations
- Tutorials, in-depth informational vids

Facebook

- Best for older audience
- Short video reels + image posts
- Reposted content from Instagram
- Product launches + routines
- Clean + minimalist
- Attention grabbing



Target Audience



The Minimalistic “Clean Girl”

Demographics:

- Age: 18 –30
- Gender: Female
- Location: Urban + Suburban
- Income: \$60–75k a year
- Life stage: busy, socially active, digitally present, trend driven

Psychographics:

- Values simplicity
- Loves neutral tones
- Wants a polished, "no-makeup" look
- Quality over quantity
- Views skincare as a part of self-care +wellness
- Influenced by creators

Primary need: Simple, trustworthy skincare and makeup that delivers visible results

Target Audience



**The
“Mini-Collector”**

Demographics:

- Age: 11–14
- Gender: Female
- Location: Suburban (near malls/Target)
- Income: Dependent (Parental allowance)
- Life stage: Middle school, student, aspiring creator, socially connected

Psychographics:

- Trend-Driven: Follows every TikTok "restock" and "haul" video
- Wants the exact items her friends and favorite influencers have
- She views her skincare as a "collection"
- Wants to mimic the "big girl" routines of creators like Hailey Bieber

Primary need: Simple, trustworthy skincare and makeup that delivers visible results

Target Audience (Expanded)



The "Quiet Loyalist"

Demographics:

- Age: 45–55
- Gender: Female
- Location: Suburban
- Income: \$90–120k (established career or household)
- Life stage: working professional, empty nester or busy mom

Psychographics:

- Values efficacy and simplicity over trends
- Not influenced by TikTok, but influenced by trusted recommendations and reviews
- Views skincare as a serious investment, not a collection
- Willing to spend more for proven results
- Prioritizes anti-aging, hydration, and skin health
- Brand loyal: finds something that works and sticks with it

Primary need: Simple, effective skincare that delivers visible, trustworthy results for mature skin without the overwhelm of trends

Content Pillars



Skin Education

the “why” behind the products (barrier health, hydration tips, ingredient breakdowns, that builds credibility beyond just being a celebrity brand)
“Know Your Skin”



Rituals & Routine

Step-by-step routines that meet the consumer wherever they are in their day, morning & night demos, post gym, during travel, work from home, gwrn, etc
“The Rhode Routine”



Lifestyle

Mood-driven content that captures the Rhode lifestyle, soft, effortless, and understated, without a product needed in every frame.
“Just Rhode”



Values & Brand Story

Focus on being vegan, cruelty free, women driven, and hit on the brand’s values like simplicity, affordability, quality, and transparency
“Why Rhode”



Community & Real Results

UGC reposts, real customer skin journeys, influencer content from every day creators, not just Hailey. Addresses the gap of being solely “influencer first”
“Rhode IRL”



Types of Content



Short form video
(IG Reels &
TikToks)

Education Pillar

Ritual & Routine Pillar

Static Images

Lifestyle Pillar

Values & Brand Story Pillar

Carousels

Lifestyle Pillar

Values & Brand Story Pillar

UGC Reposts

Community & Real
Results Pillar

Posting Approach



Instagram	1 grid post daily & multiple stories per day • Previous team notes same posting cadence • Must keep up with Rhode’s 31 story highlights to maintain their active brand presence
TikTok	1 feed post daily • Video first, lean into rituals & routines, demos, and educational yet trendy content • Previous team notes same posting cadence
FaceBook	1 post daily • Consistent images of content that reflects an older demographic
YouTube	1 post weekly • Long-form ingredient education, routine deep-dives, Vogue Beauty Secrets inspired content
Timing	Depending on the content pillar being posted... • Post in the morning (7–9am) for routine content when people are actually doing their skincare • OR in the evening (7–9pm) for lifestyle and mood content when people are scrolling passively

Tone and Voice

Core Brand Persona:

- **Calming & Relaxing:** Messaging designed to feel effortless
- **Transparent & Educational:** More than just a "celebrity brand" by using science + education in a way that easy to understand
- **Approachable:** Feels high-end through minimalist design while still being authentic

Voice

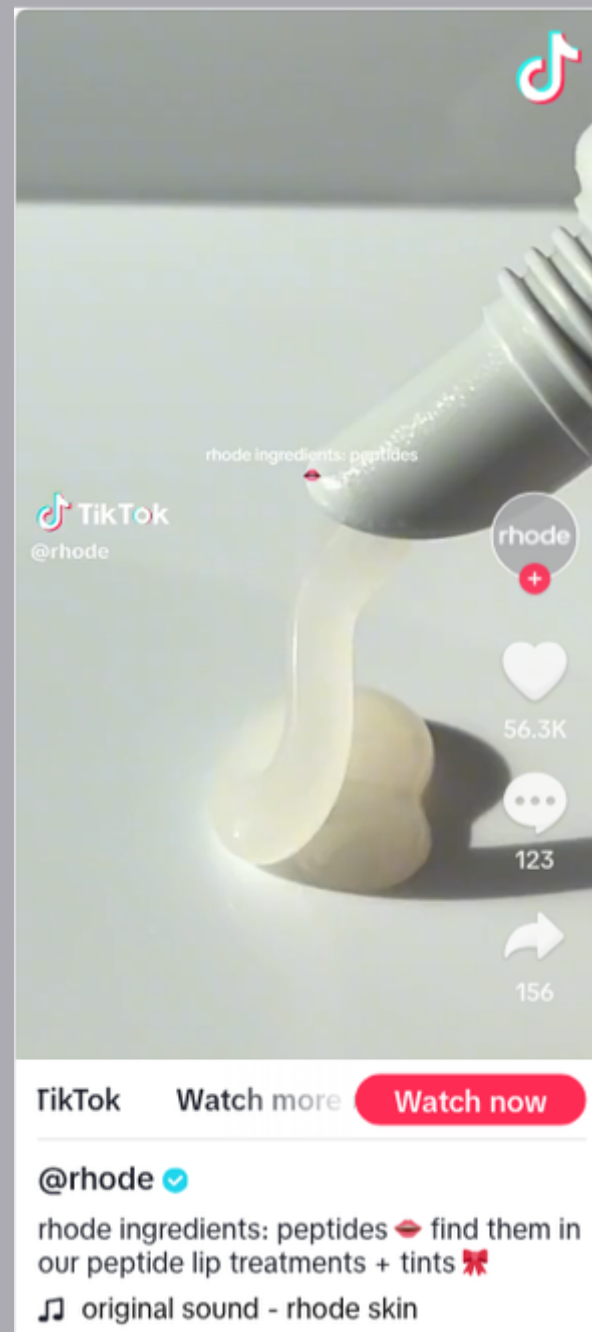
- **Understated Captions:** Short + intentional copy that avoids aggressive selling
- **Authentic:** Engagement in comment sections is personal, answering routine questions, providing genuine guidance.
- **Consistent Messaging:** Every post reinforces key values of the brand

Tone

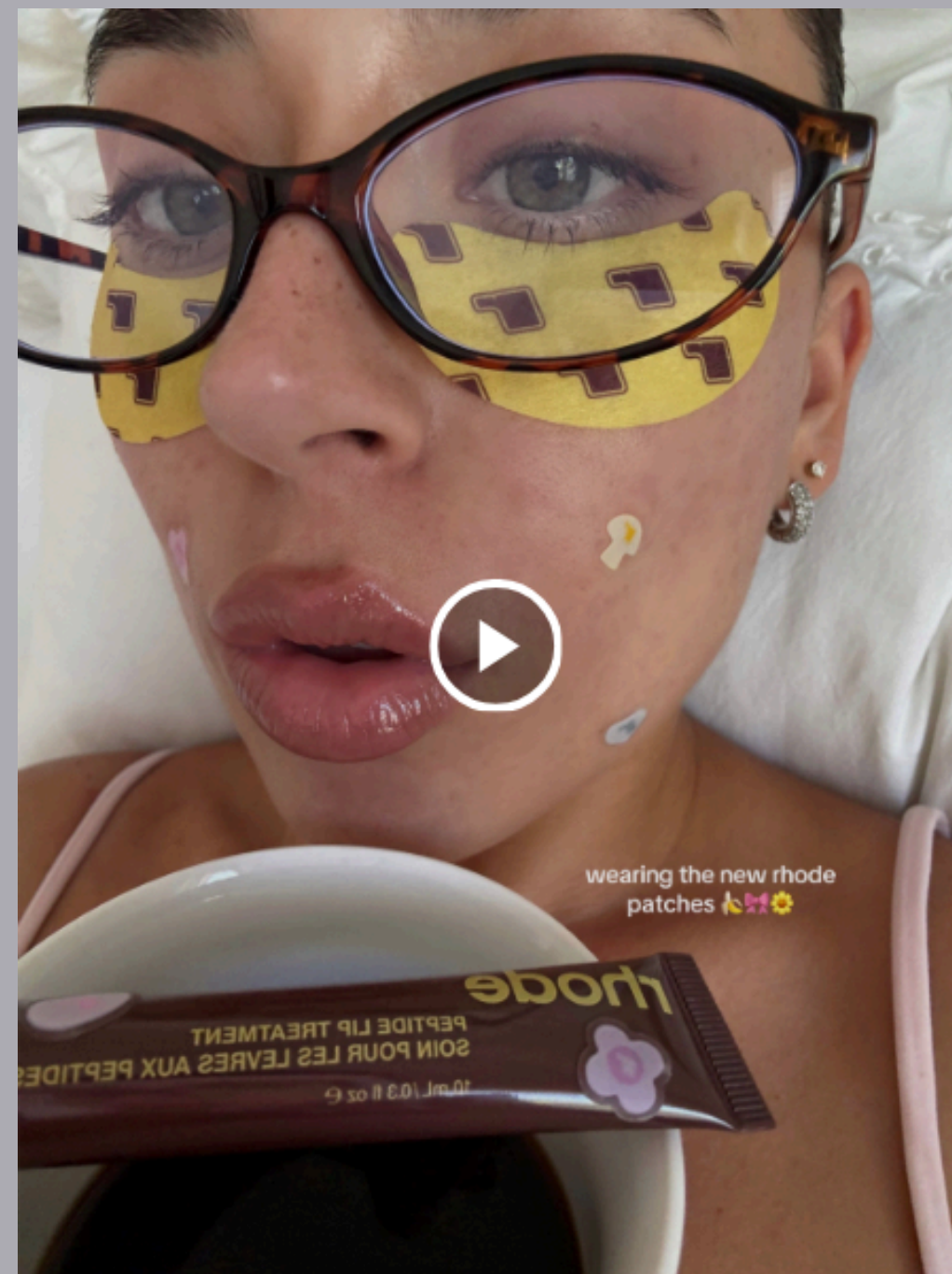
- **Color Palette:** Consistent light gray/neutral tones to create "clean girl" aesthetic
- **Imagery:** Branding is product focused, highlighting results
- **Platform Variation:** Curated + polished on Instagram, raw + unfiltered on Tiktok

Current Content

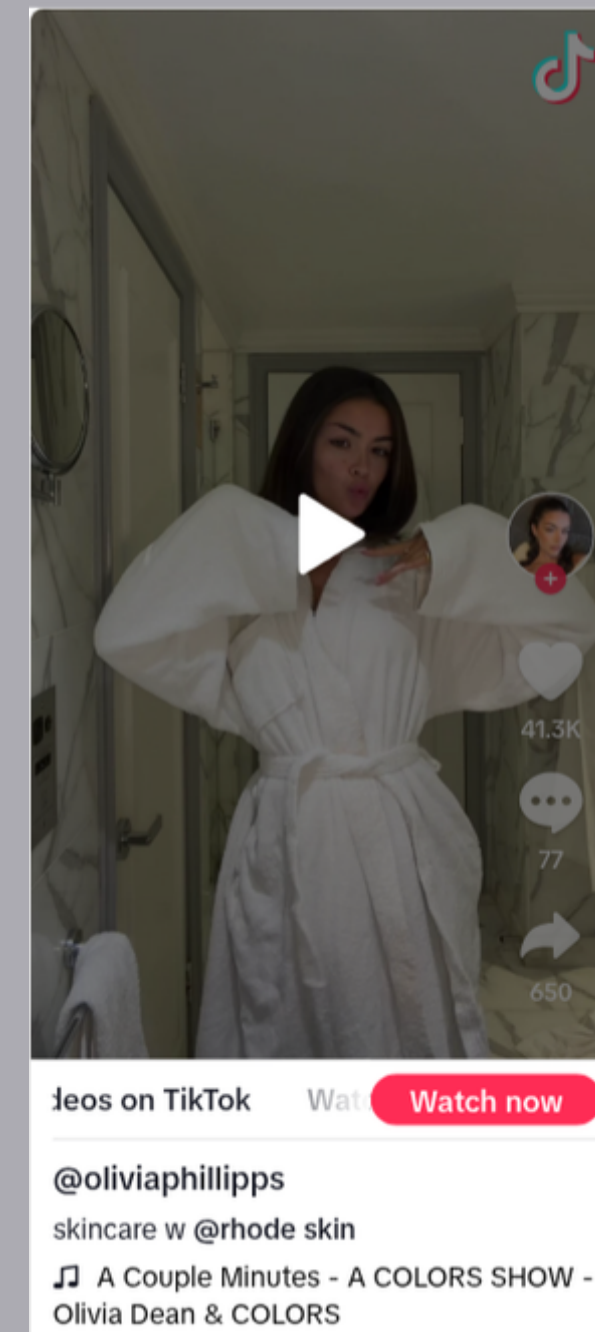
Skin Education



Lifestyle Content



Ritual & Routine



Post Ideas for an Expanded Audience



Skin Education

Educational TikTok explaining peptides and how they support skin barrier health and long-term hydration.



Brand Values

Minimal Instagram post highlighting Rhode’s belief that great skincare should feel simple, effective, and accessible for women of every age.



Community/UGC

Real results content: TikTok compilation of women sharing their skincare routines and results using Rhode products.



Ritual & Routine

Morning routine content: GRWM-style TikTok showing a quick Rhode skincare routine designed for busy women who want simple, effective skincare.



Lifestyle Content

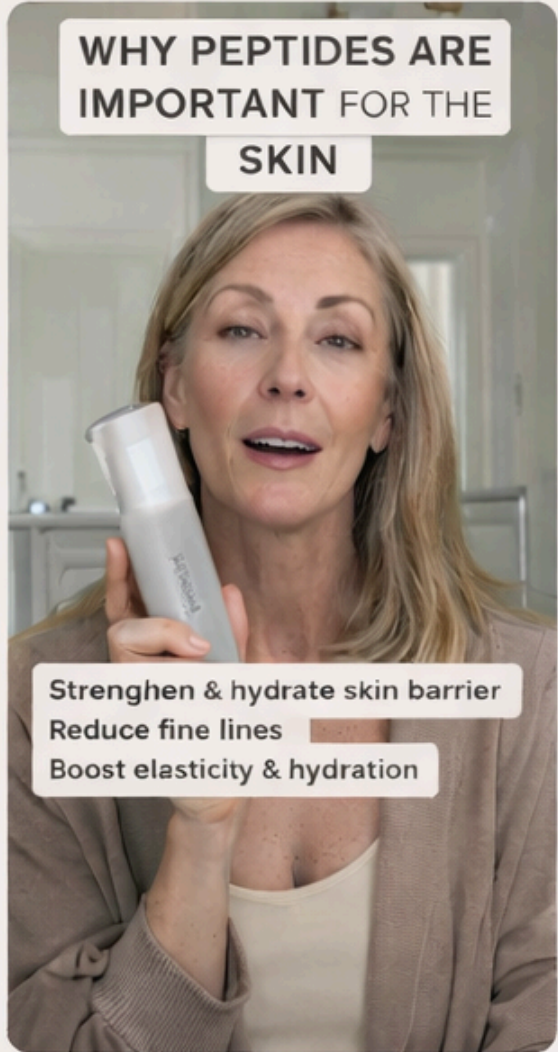
Lifestyle moment showing a calm morning routine for women balancing work, family, and self-care.



Product Launch/Event

Pop-up event content highlighting Rhode’s growing community and expanding audience across different ages.

WHY PEPTIDES ARE IMPORTANT FOR THE SKIN



Strengthen & hydrate skin barrier
Reduce fine lines
Boost elasticity & hydration

Flottle

Great skincare should be simple, effective, and accessible for every age.

- ✓ Minimalist formulas
- ✓ Barrier care focused
- ✓ Dermatologist developed



Love the rhode Glazing Milk but the Peptide Glazing Fluid has been a game changer for me!

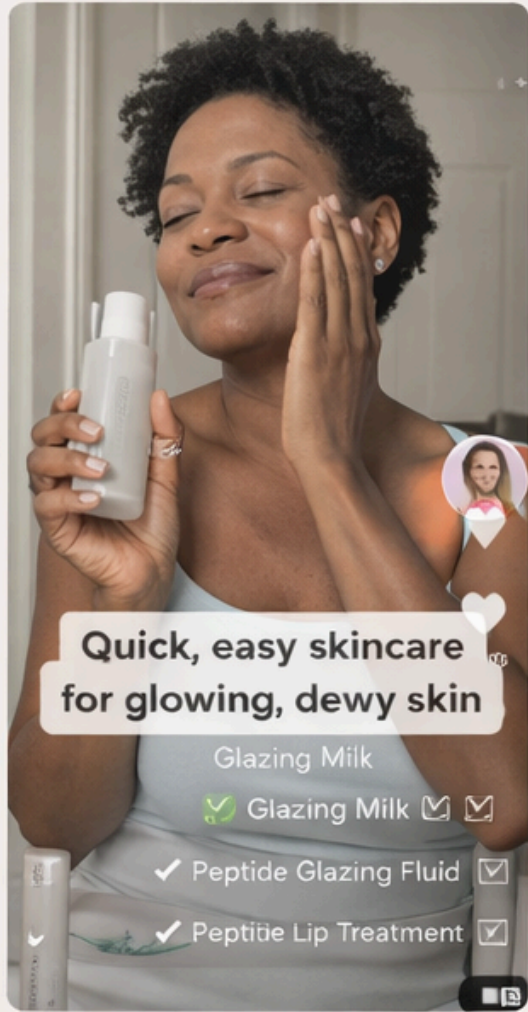


After using rhode products

Quick, easy skincare for glowing, dewy skin

Glazing Milk

- ✓ Glazing Milk
- ✓ Peptide Glazing Fluid
- ✓ Peptide Lip Treatment



@skincareover45

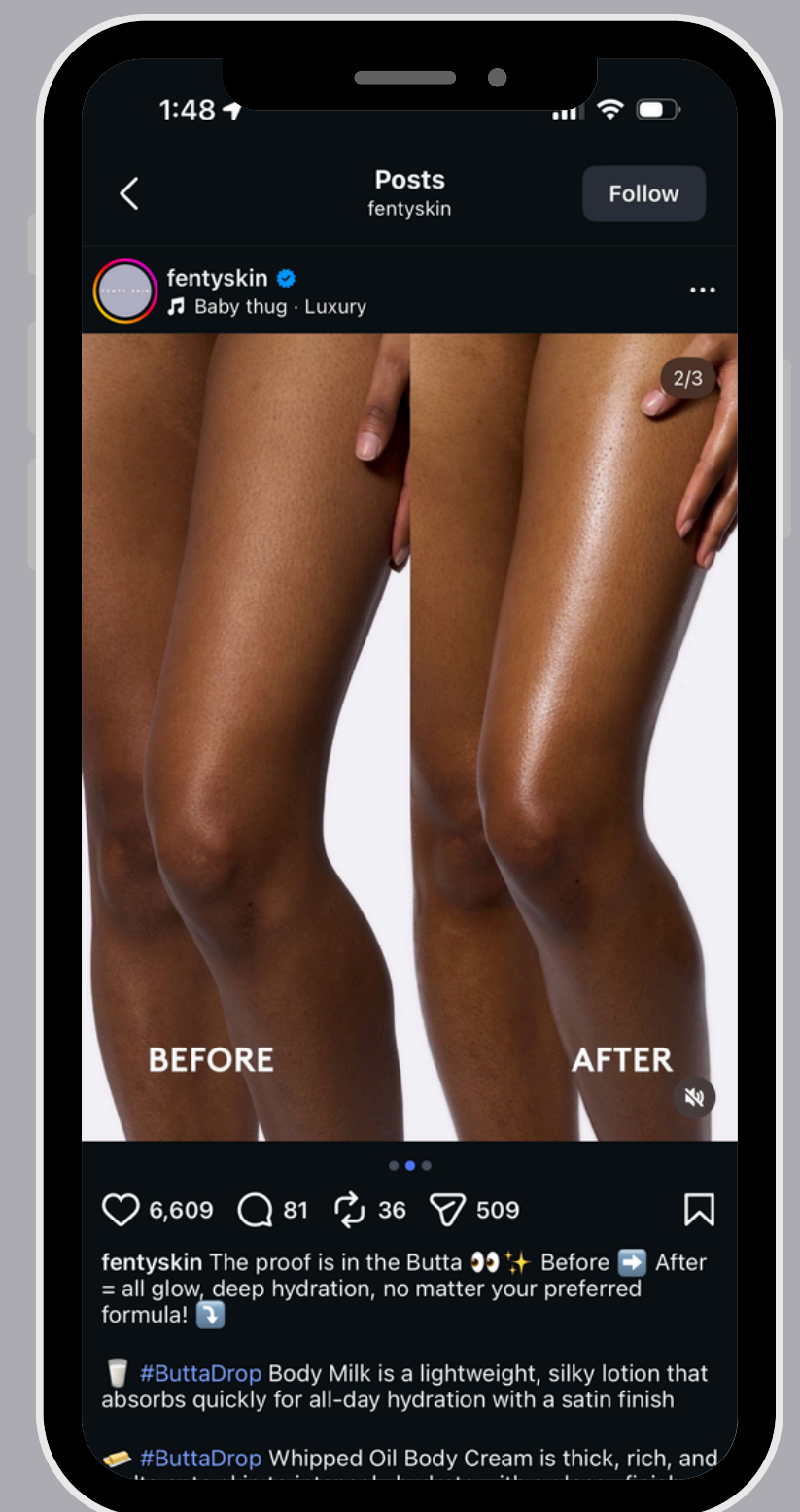
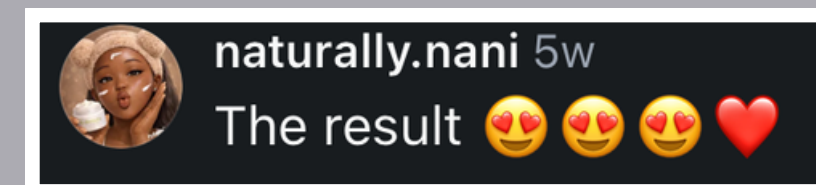
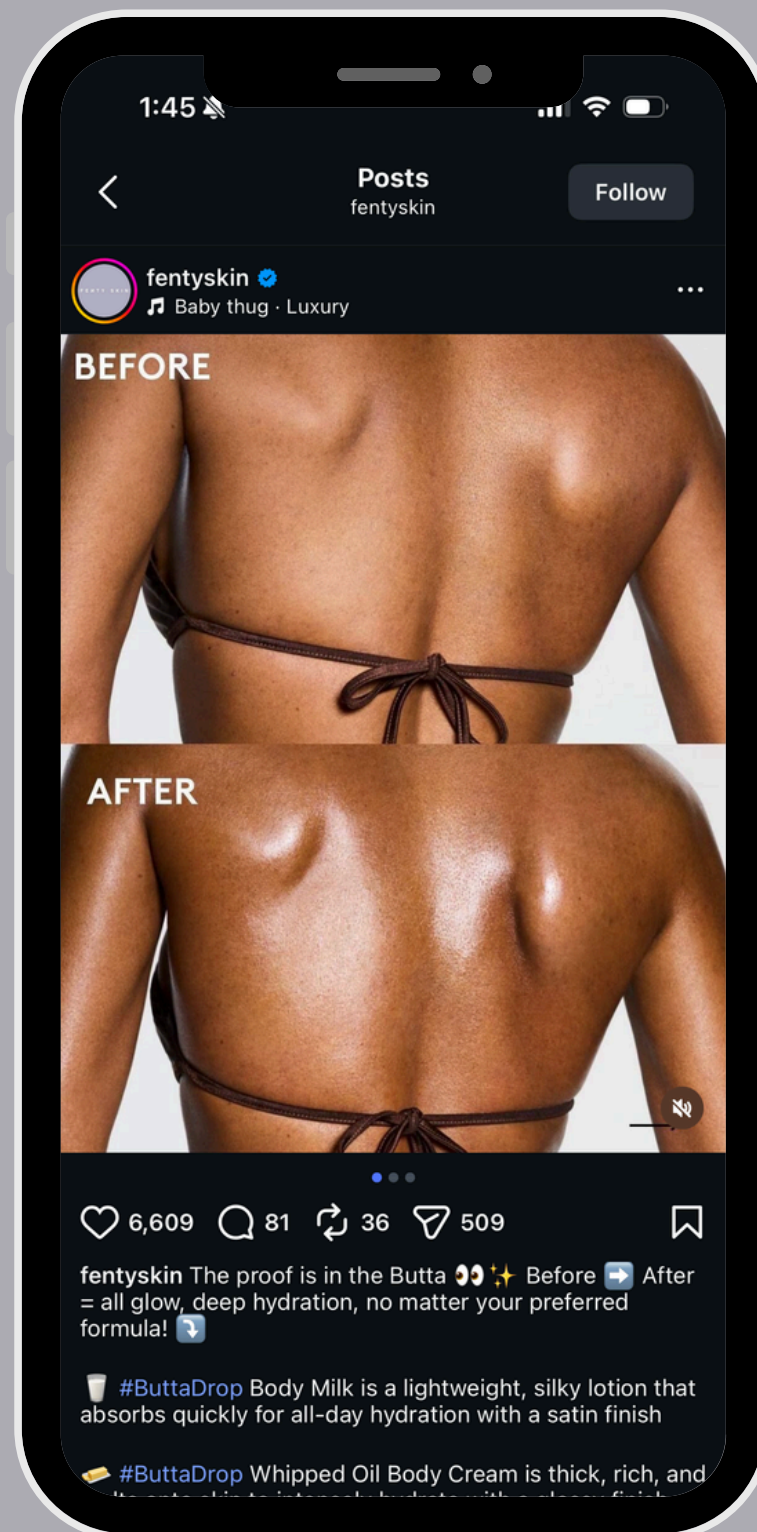


Content Modification

Real Results

Before and After Content (Fenty Skin)

- Allows consumers to see real results
- Emphasis on the outcome, not only the application/routine
- Esp. effective for older audiences targeting skin aging

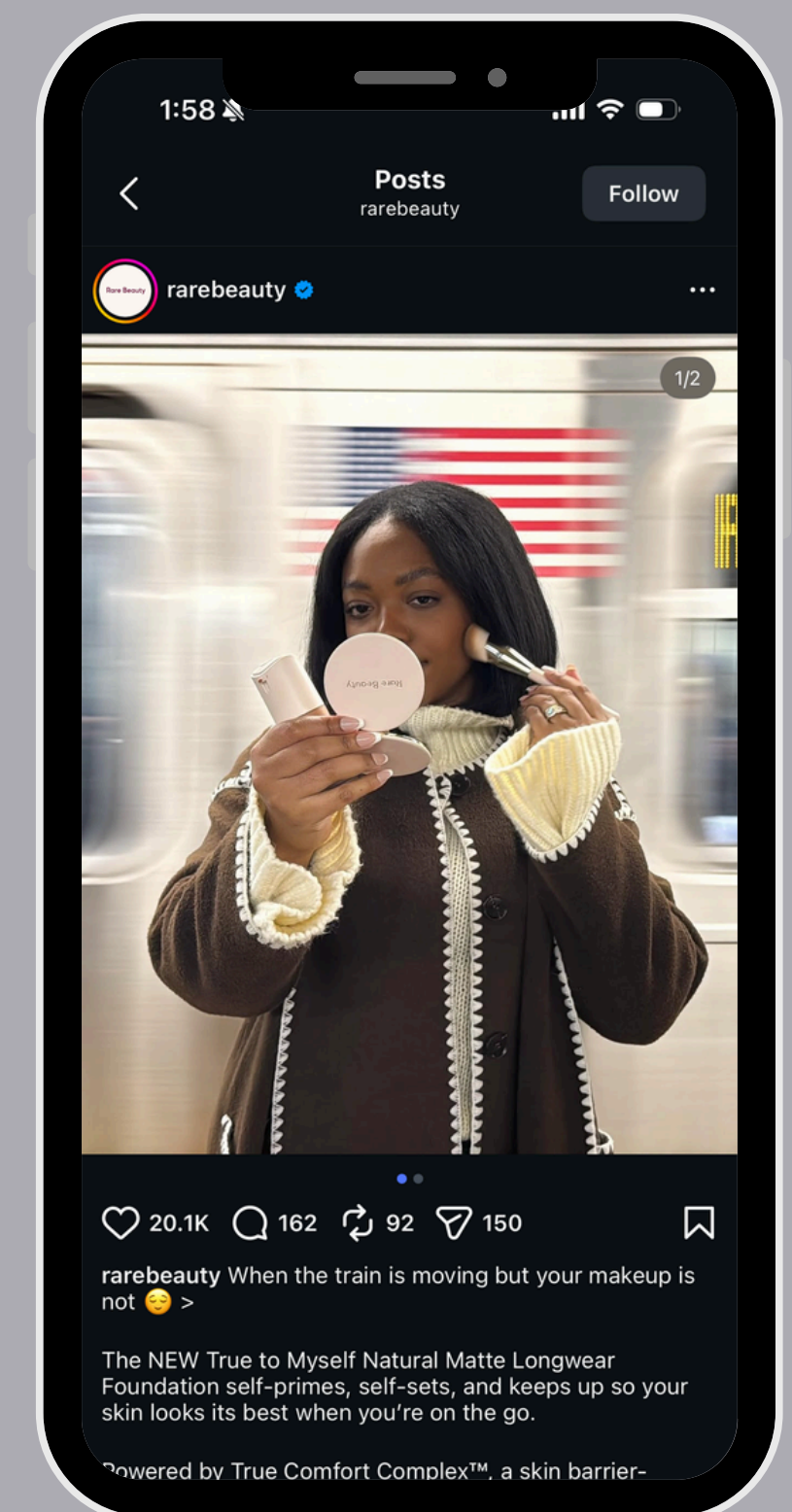
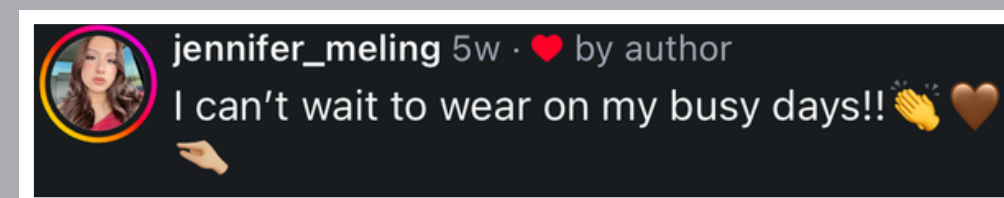
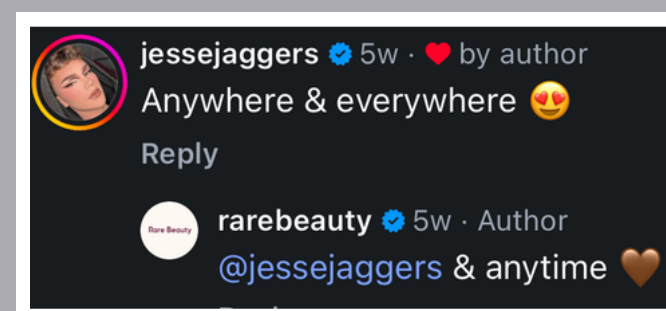


Content Modification

Rituals & Routine

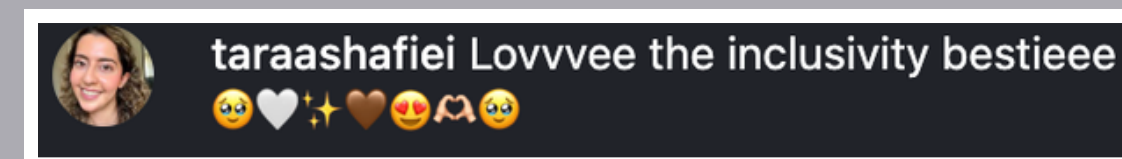
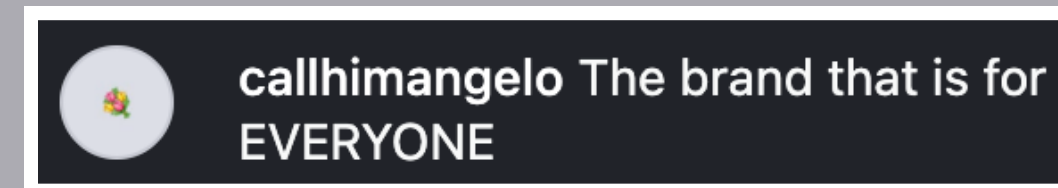
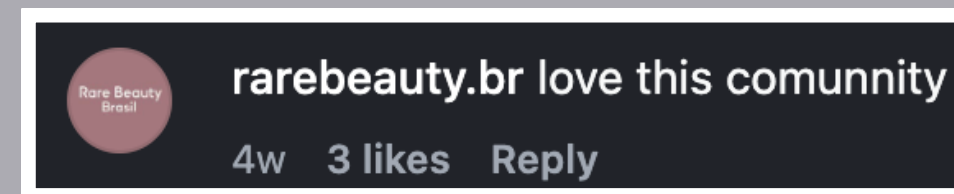
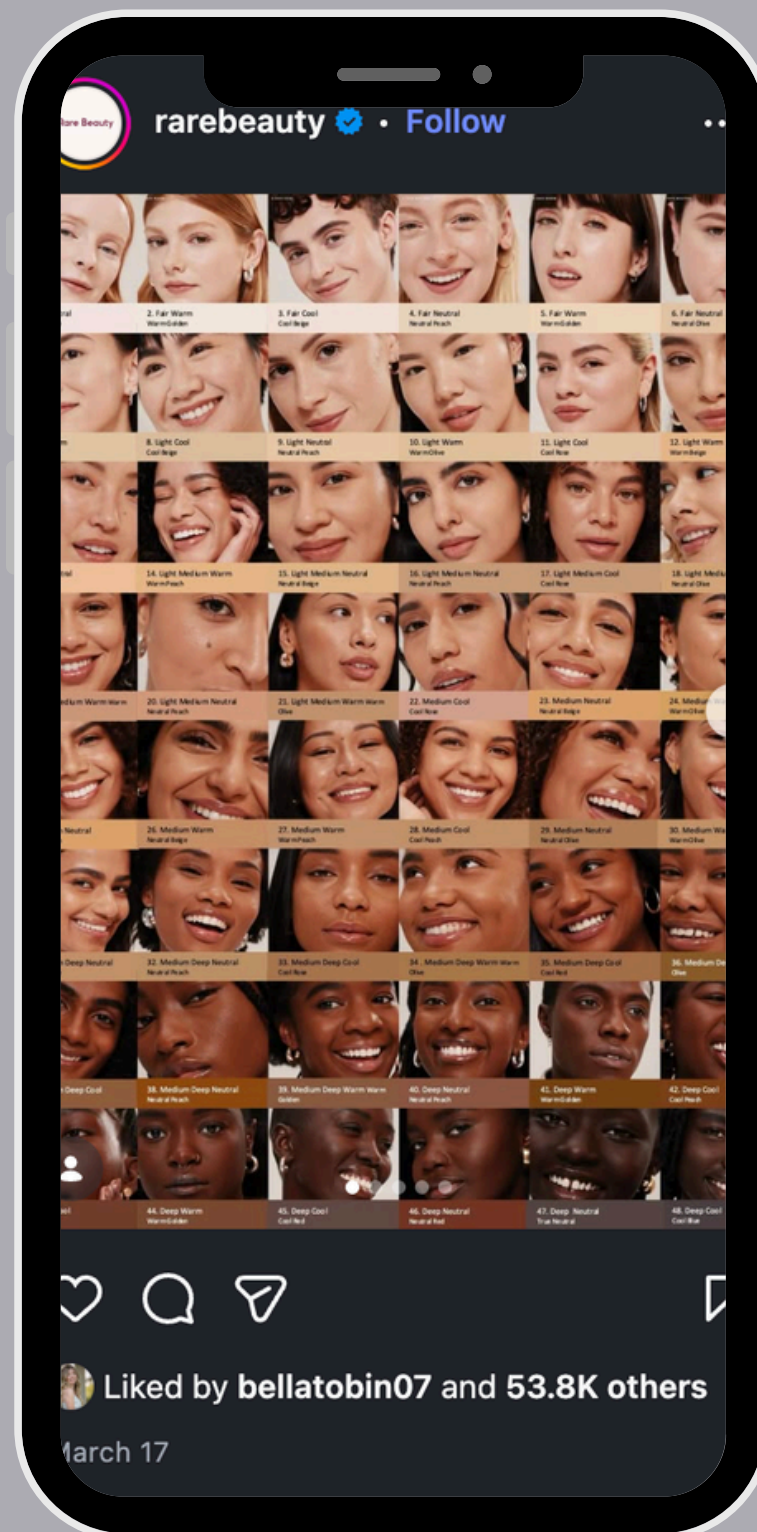
Beauty on the Go (Rare Beauty)

- Highlights functional value + convenience
- Beauty anywhere, anytime
- Good for lip/cheek makeup products
- Potential emphasis on longwear makeup



Content Modification

Community



Inclusivity on Display

- Could use this model for both inclusivity of skin tones AND ages
- Most compatible w/ skincare or blushes
- Rhode does display diversity on their socials, but putting a *wide range* of skin tones/ages in *one post* could go viral

Influencer Strategy



The Rhode Routine

- GRWM + real-life routines (gym, travel, busy days)

Rhode IRL

- Micro-creators, acne journeys, "day 1 → 30" progress
- Real routines + repurchase-driven content

Strategy Focus

- Prioritize niche creators with loyal followings
- Emphasize UGC-style, non-polished content
- Build long-term partnerships → real results over time

Just Rhode

- Soft, minimal, effortless aesthetic

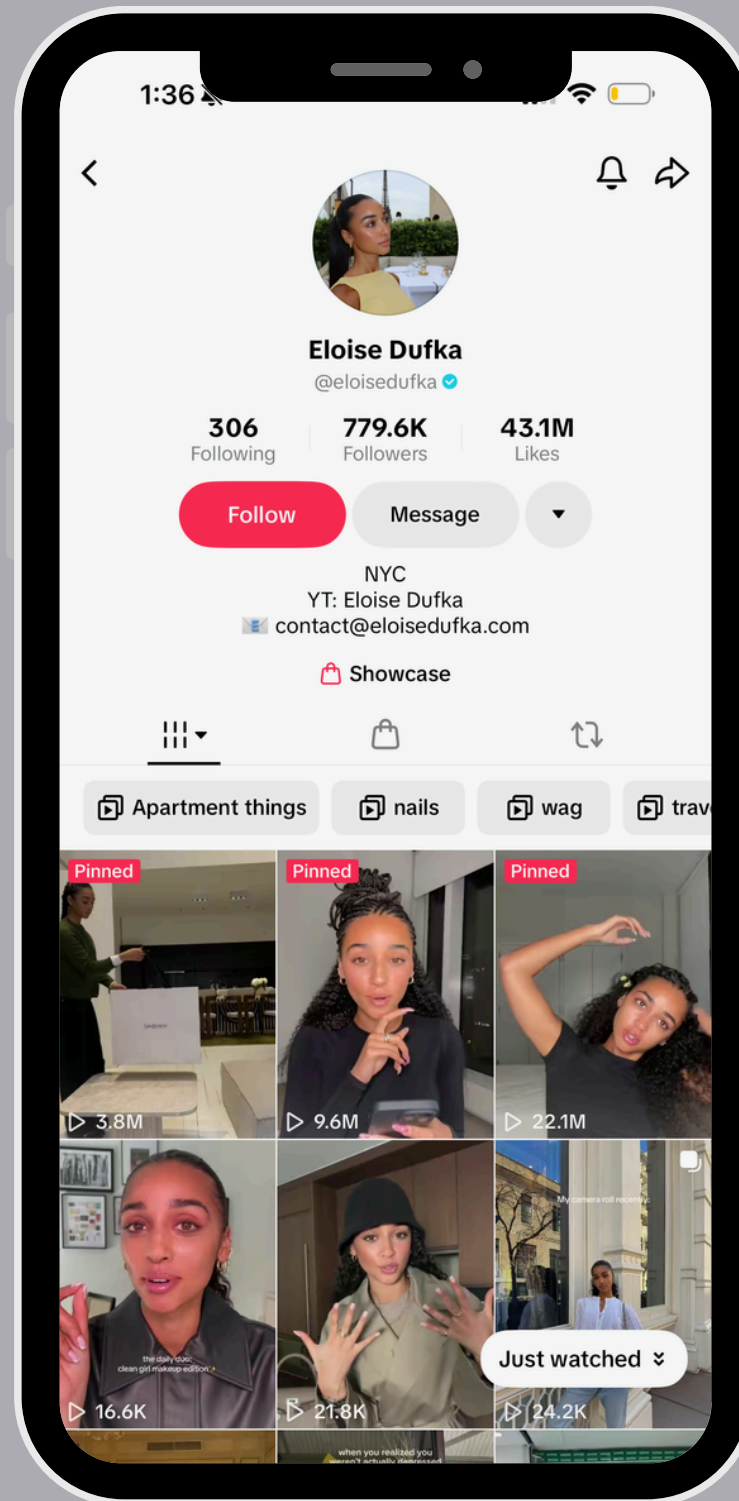
Why Rhode

- Clean, intentional, transparent living + the science behind why it works

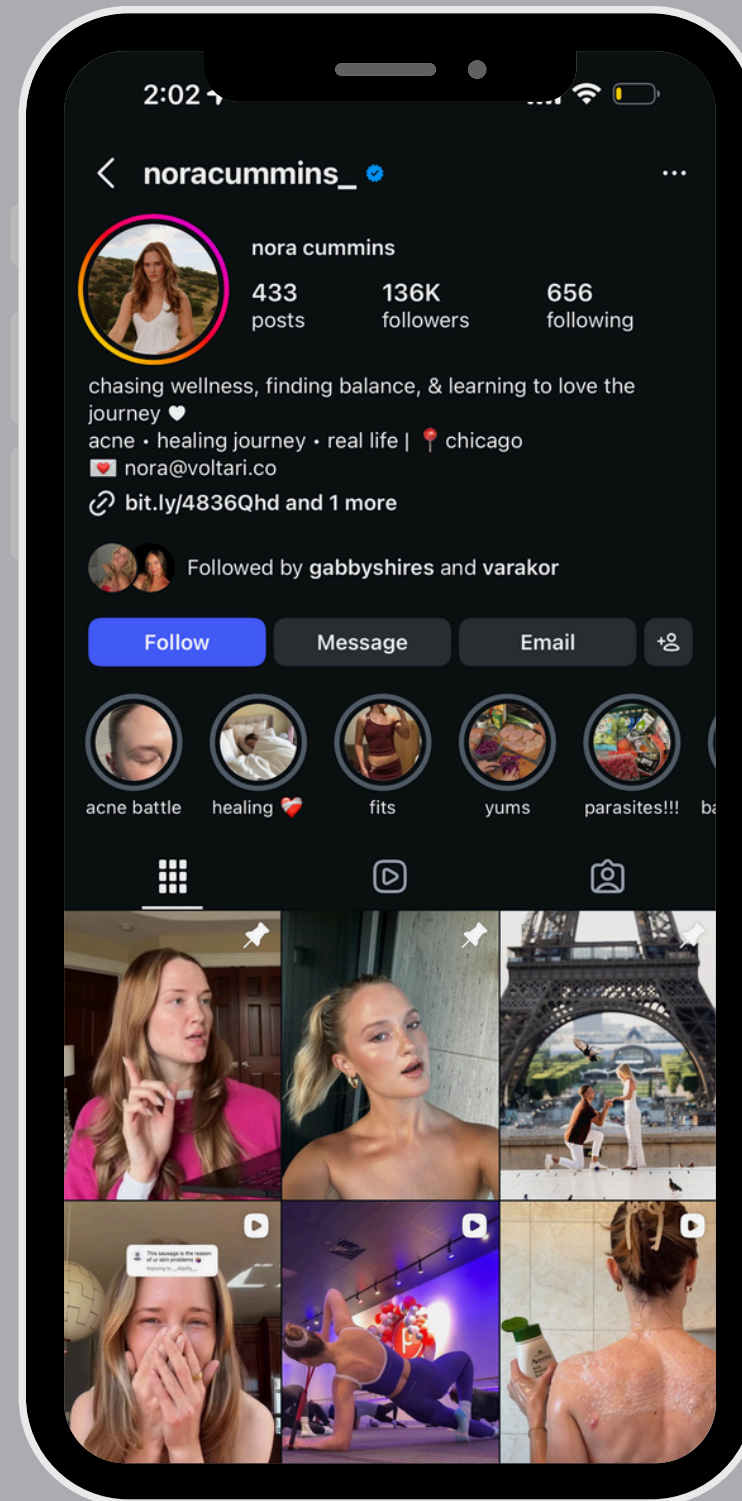


Influencer Strategy

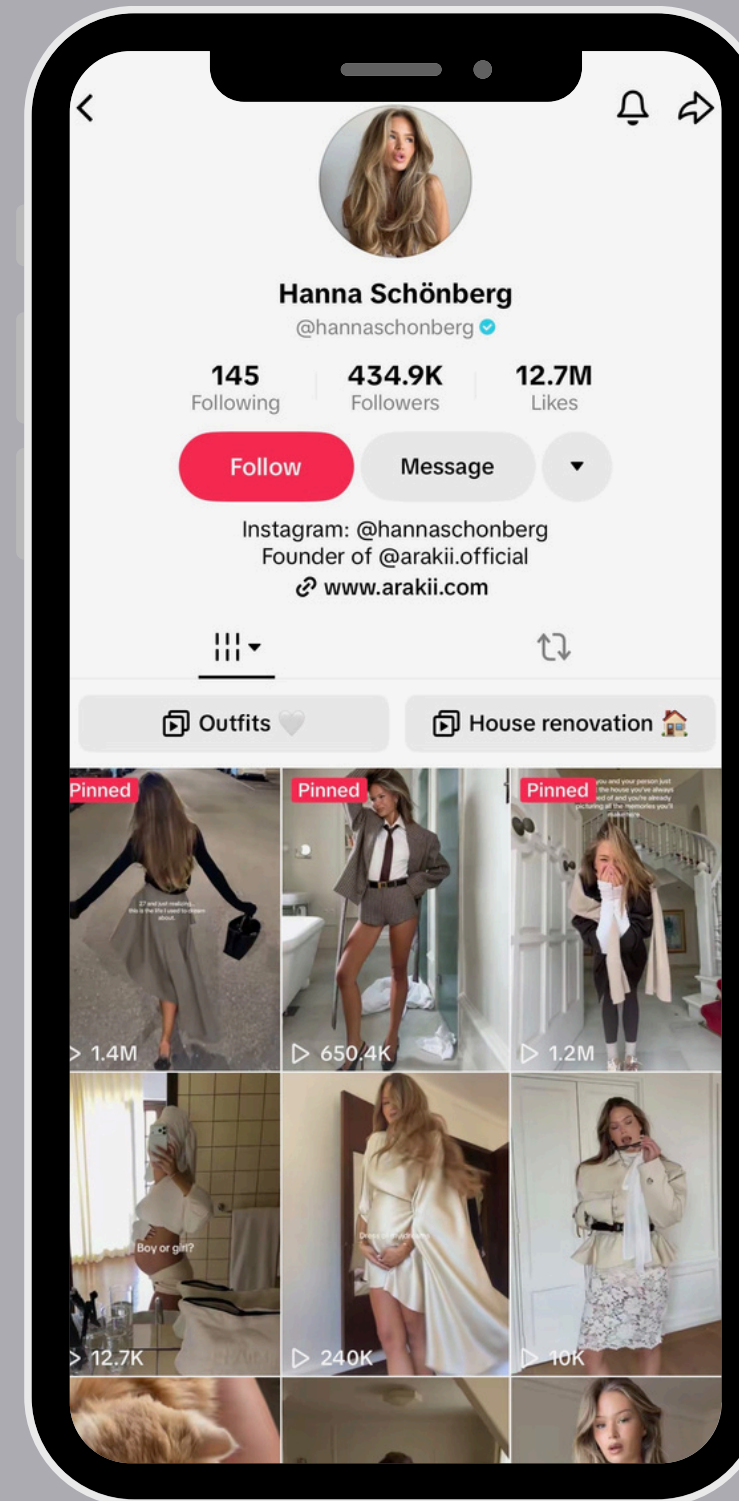
The Rhode Routine



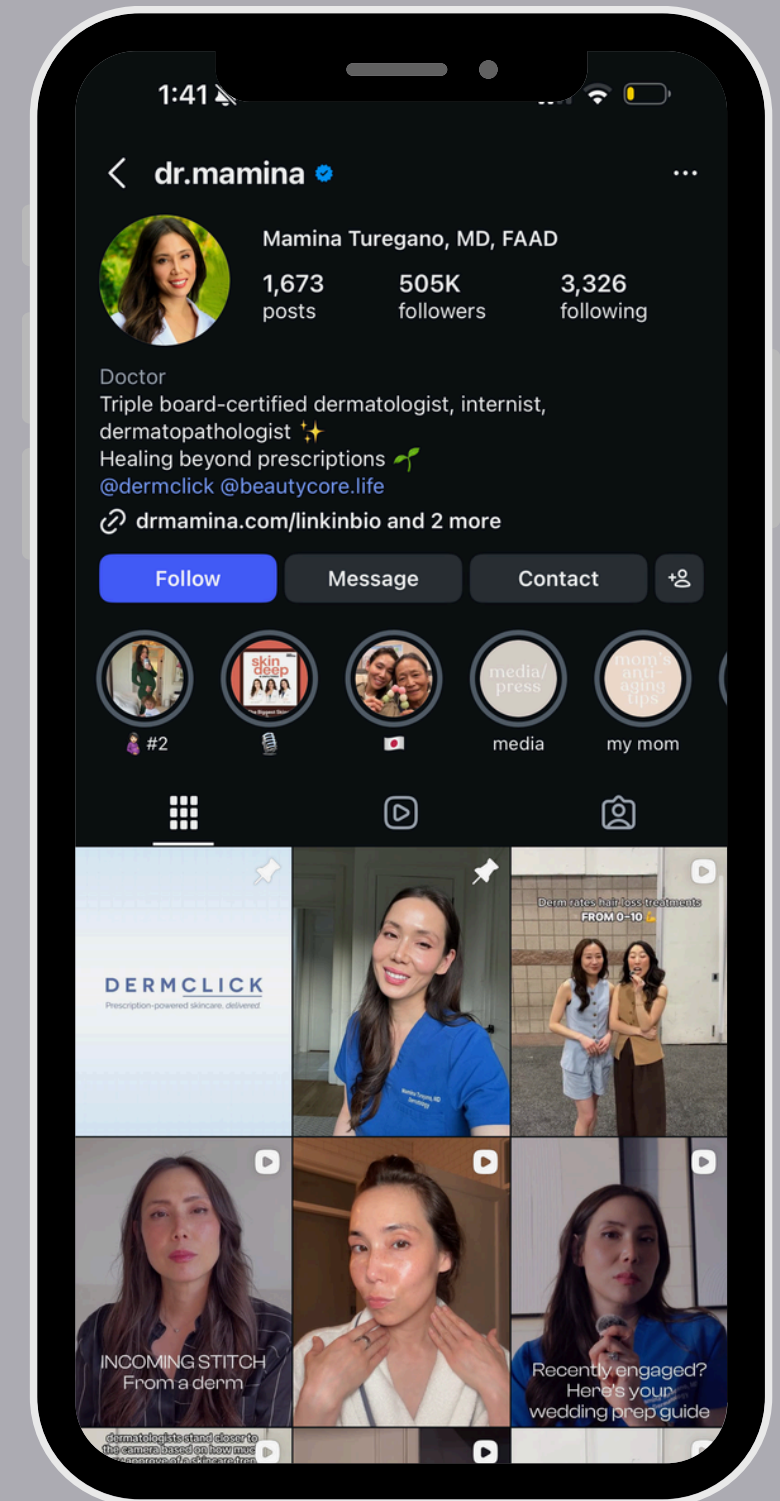
Rhode IRL



Just Rhode



Why Rhode



Ongoing Evaluation

Engagement rate by pillar

Monitor likes, comments, and reactions per pillar to understand which content themes resonate most with Rhode's audience

Save rate by pillar

Track save rate per pillar to identify which content is actually being used and revisited, not just scrolled past

Share rate by pillar

Track which pillars are being shared most to understand what Rhode's audience finds valuable enough to pass along

Story views and engagement

Monitor drop off rates across story posts to understand where audience attention fades

Video completion rate (TT specific)

Track completion rate to determine whether video length and pacing is holding attention through to the end

Comment quality

Monitor whether comments reflect genuine skincare questions, personal experiences, and community conversation versus surface level reactions

Benchmarks & Adjustments

How to determine if its working

- Weekly pulse check on ER and saves during the 8 week goal window set by the previous team
- Bi-weekly review of comment quality and tone
- If pillar-specific ER is underperforming, that content type gets adjusted before the next week

What you would adjust

- Shift posting times if morning or evening windows are not performing
- If comment quality remains low, revisit caption strategy to prompt more meaningful conversation
- Reduce or replace underperforming pillars with higher saving or commenting content types

Recommendations

Expand to an Older Demographic

- Rhode is already majorly successful with Gen Z & Millennials
- Allow content to attract older demographic
 - Create mother-daughter content

Expand to YouTube

- Launch Rhode YouTube channel separate from Hailey's
- Builds brand independence & target older demographic

Prioritize Micro & Niche Creators

- Enhance influencer strategy
- Split focus from just Hailey, to other micro/niche creators that are skewed older

Set Pillar Specific Benchmarks

- Previous team notes "Increase average ER rate from 1.26% to 2% within 8 weeks" and "Increase average comments per post by 20%"
 - Our benchmarks are more specific

Content for Every Woman

- Before & After content proves Rhode works across all skin types and ages
- Beauty on the Go meets every persona in their real, everyday life
- Inclusivity on Display puts every woman, every age, every skin tone, in one frame

Deepen Community Engagement

- Use captions and stories to prompt real conversations
- Prioritize comment quality and save rate over likes
- Amplify UGC through the "Rhode IRL" pillar to turn followers into participants



Thank You