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CLIENT: Whirlpool Corporation

Synopsis: Below are examples of mock organic Facebook posts I created for a school project. I wrote the captions and sourced all the images.

Part 1 focuses on achieving specific objectives.

Part 2 focuses on using various tones to achieve clicks.

Part 1 – Writing for Various Objectives

Post 1

Objective: Clicks

Caption:

Liquid, powder, or single-dose pods. Does it really matter what type of laundry detergent you use? The short answer: yes, it does.

Check out our latest blog entry below to see which type of detergent is best for your laundry needs.



WHIRLPOOL.COM

**Powder vs. Liquid Laundry Detergent:
Which is Better?**

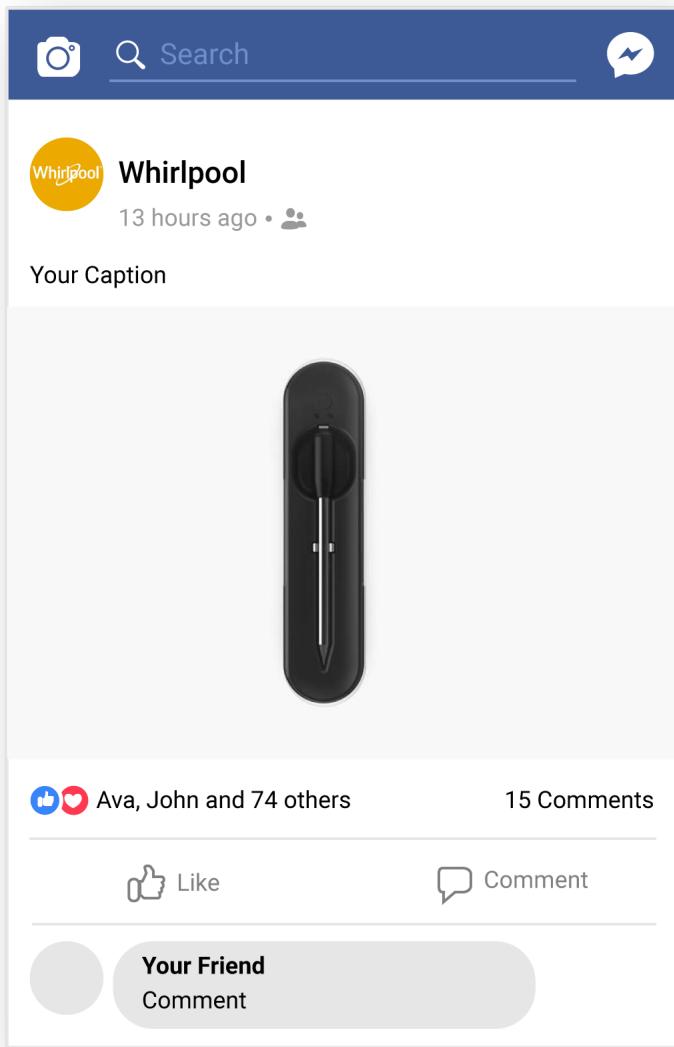
Post 2

Objective: Comments

Caption:

Never ruin Thanksgiving dinner again. The Yummly Smart Bluetooth Meat Thermometer lets you set alerts and check for doneness right from your smartphone. <https://bit.ly/3p3py1R>

What was your worst Thanksgiving dinner disaster? Let's share a laugh below.



(Design vector created by [freepik](#))

Post 3

Objective: Shares

Caption:

Did you know we provide a discount to healthcare workers? It's our way of saying thank you for all you do. Sign up for our healthcare worker discount program today and help us spread the word about it. Tag your friends and family in the medical field so they can join in the savings too.



WHIRLPOOL.COM

Healthcare Worker Discount Program

Sign up today and start saving on appliances and products.

Part 2 – Writing for Various Tones

Post 1

Tone: Authoritative

Objective: Clicks

Caption:

At Whirlpool, we want to see every child grow up with equal access to education. Unfortunately, thousands of kids miss school daily because they don't have clean clothes to wear. This is why we started Care Counts — a program that provides students in need with access to clean clothes. Learn more about our commitment to education with Care Counts.



WHIRLPOOL.COM

Care Counts™ Laundry Program

Every day thousands of kids miss school due to a lack of clean...

Post 2

Tone: Playful

Objective: Clicks

Caption:

So, you're planning to install your new washing machine yourself? That melts our hearts. ❤️ We love a good DIY project, and we even made a guide on installing washers for our fellow DIYers out there. Grab your tools 🛠 and check out the guide below to make sure your installation is smooth sailing.



WHIRLPOOL.COM

How to Install a Washing Machine

Washing machines are pretty easy to install. As long as...

Post 3

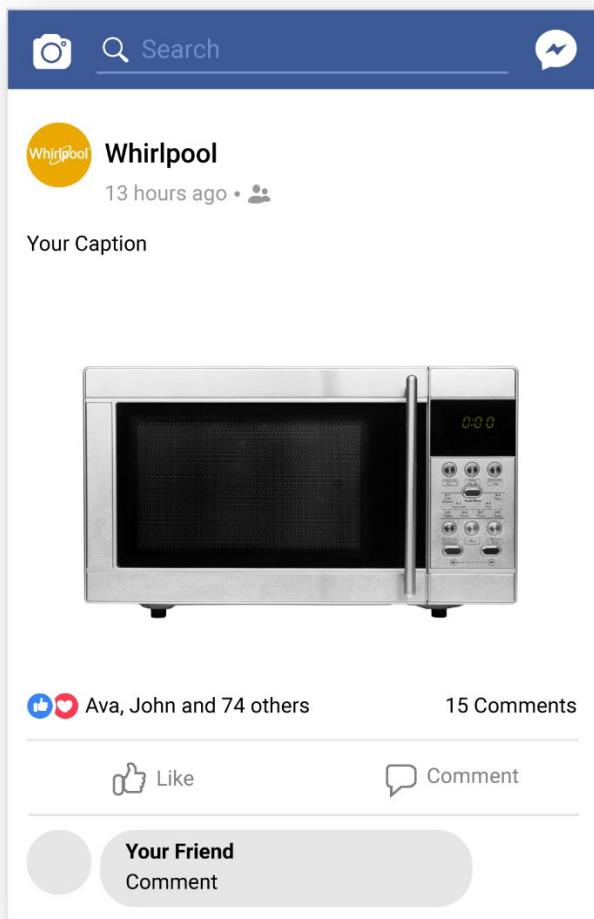
Tone: Conversational

Objective: Clicks

Caption:

We don't know who needs to hear this, but your old microwave has seen better days. It's time to get a new one. Lucky for you, we have microwaves on sale right now! Check out our microwave collection today and get yourself a new microwave in time for the holiday.

<https://bit.ly/3yJUp76>



(Design vector created by [freepik](#))