

TEEREVA AUSTON

Social Media Strategy



@teereva

“Living Life Through Rose-Colored Glasses”

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BRAND STORY

Welcome to the vibrant world of Tee Reva, where life is a joyous adventure and every moment is an opportunity to shine! With a contagious energy that lights up every room, Tee Reva is a passionate content creator who believes in living life to the fullest, embracing every curve, and making every day an adventure.

From exploring hidden gems with her family to flaunting the latest in plus-size fashion, Tee Reva brings a unique blend of enthusiasm and authenticity to the forefront. Whether she's sharing the thrill of a spontaneous road trip, offering styling tips that celebrate all body types, or diving into heartfelt storytelling, Tee Reva is all about making life fun, fashionable, and full of love.

Her journey is a celebration of self-love, where confidence is the ultimate accessory and every outfit tells a story. With each post, Tee Reva invites you to join her in discovering the joy in everyday moments, finding the perfect style for every occasion, and embracing the beautiful adventure of life.

So, if you're ready to add a splash of color to your feed and a dose of inspiration to your day, follow along with Tee Reva—where every story is an adventure, every outfit is a celebration, and every experience is an opportunity to shine.

GOALS

- Find brand voice
- Gain more followers
- Build a community



78
posts

1,496
followers

611
following

**Tee Reva | Philly Fashion, Self-Love, Adventures
Creator**

[Digital creator](#)

Empowering Curves, Inspiring Confidence | Philly
Fashion & Lifestyle Content Creator

Collabs & PR: Teereva1@gmail.com

CONTENT CATEGORIES

When creating content, you want to make sure that your content falls under any one of these categories or multiple of them.

ENTERTAINING

EDUCATIONAL

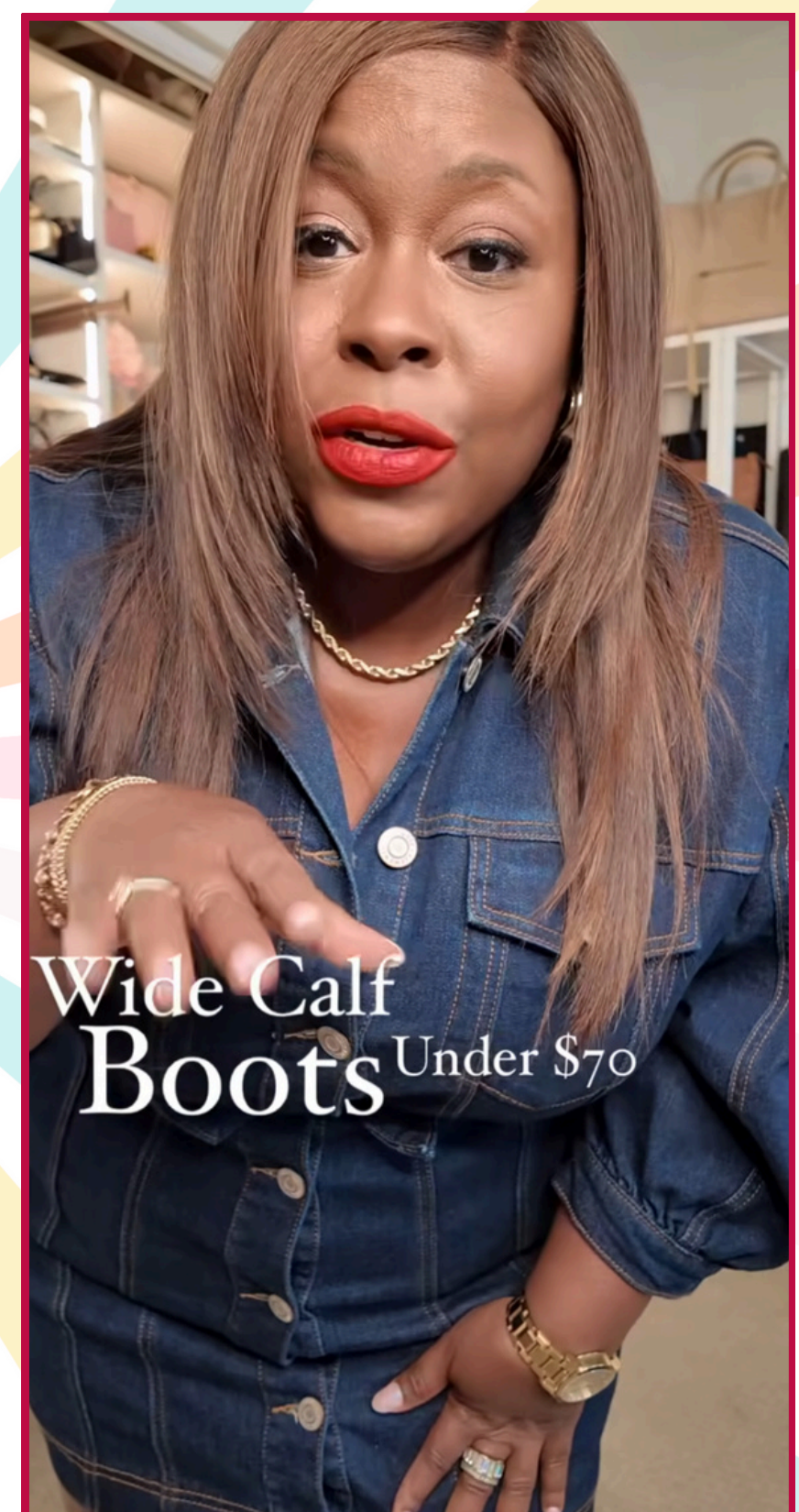
PERSONAL

UGC

CONTENT PILLARS

Pillar I

Everyday fashion with flair



- **OOTD:** Showcase daily or special occasion outfits, incorporating it into a larger story about your day or the event you're wearing them to.
- **Fashion Hauls and Reviews:** Review plus-size clothing from various brands and share your honest opinions as well as deals that you found.
- **Seasonal Trends:** Highlight seasonal fashion trends and how to incorporate them into your wardrobe.

CONTENT PILLARS

Pillar 2

Embodying self-love



- **Self-Love and Confidence Tips:** Share personal experiences and strategies for building body confidence and self-love.
- **Body Positive Fashion:** Discuss how different clothing styles make you feel confident and empower others to embrace their bodies.
- **Inspiring Stories:** Highlight events or groups that you have attended or are a part of that help you nurture yourself.

CONTENT PILLARS

Pillar 3

Fun family adventures



- **OOTD Fashion:** Document outfits worn while on family adventure
- **Travel Diaries:** Share your family trips, including destination highlights, travel tips, and fun activities.
- **Local Explorations:** Explore nearby attractions, parks, or events with your family and offer reviews and recommendations.
- **Family Fun Ideas:** Creative activities for family bonding, like DIY projects, game nights, or themed days.

CONTENT PILLARS

Pillar 4

New life experiences

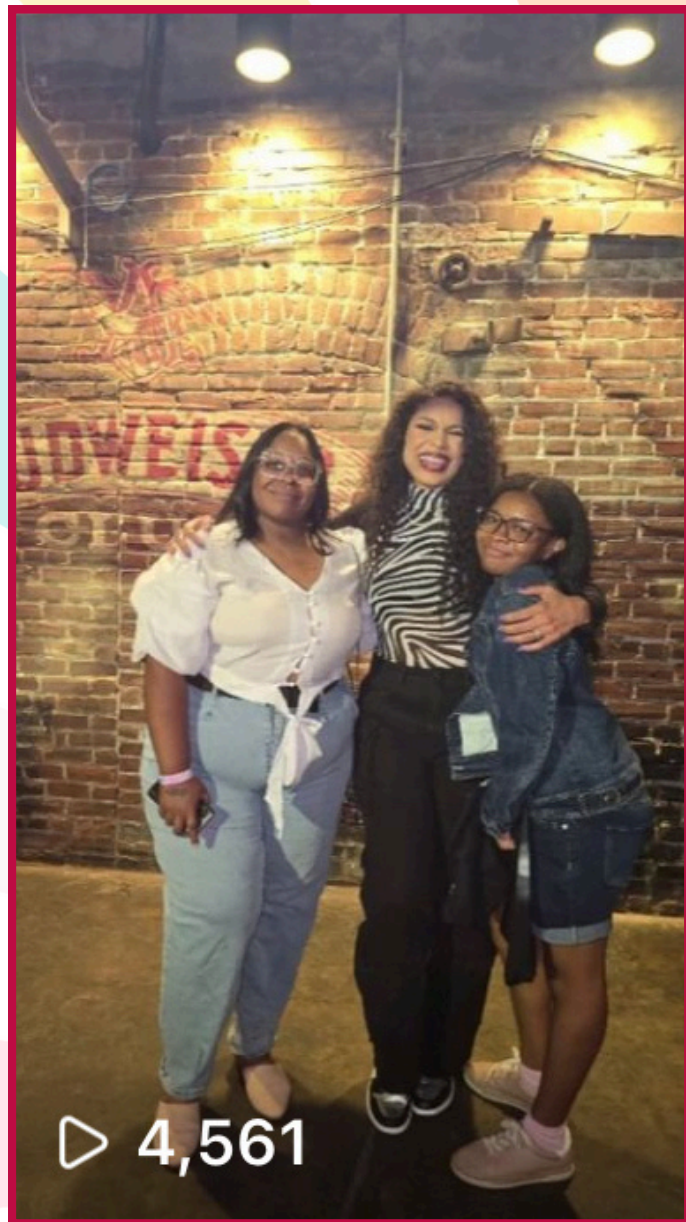


- **Personal Anecdotes:** Share meaningful stories from your life, whether they're about your family, style journey, or personal growth.
- **Themed Story Series:** Create a series around specific themes, such as "My Most Memorable Travel Experience" or "How I Discovered Body Positivity."
- **Interactive Stories:** Use polls, Q&As, or prompts to engage your audience and involve them in your storytelling.

ANALYTICS

Top Performers

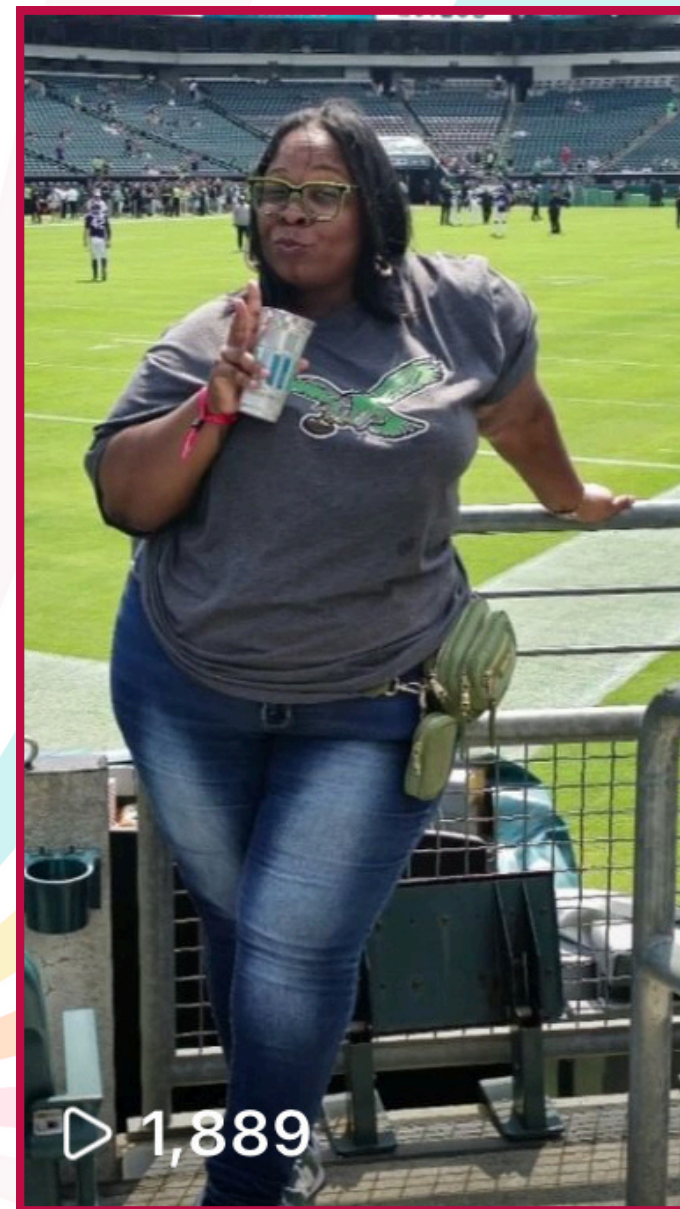
Sparks Flew ✨



♥ 178
 💬 47
 ▼ 8


▶ 4,561



You Thought



♥ 115
 💬 34
 ▼ 7

▶ 1,889

- 
shavonnetiffany.xo 2w · ❤️ by author
 She is so cool. I love how down to earth she is! ♥ 4
- 
fierceandcurvy 2w · ❤️ by author
 This is the sweetest thing ever!! 😍😍 ♥ 1
 Reply

- 
fierceandcurvy 2w · ❤️ by author
 I know that's right!! Everyday you open your eyes is a celebration 🎉🎉 ♥ 3
- 
misslydiasimone 2w · ❤️ by author
 Yass sis dances moves are 🔥🔥 ♥ 1
 Reply

Analysis:

This reel did well because it shows a mother's love for her child, but it also shows a celebrity being down-to-earth. Followers love when they see their favorite celebs/influencers display humility.

Analysis:

This reel shows your vivacious personality which includes living carefree and high energy. Of course, the dance moves are just the cherry on top! We love to see personality.

ANALYTICS

Top Performers, cont.

Cup of Tea



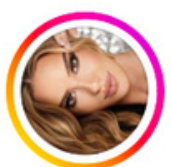
♥ 113
 💬 63
 ▼ 2

▶ 1,989



ku_layrosas 7w · ❤️ by author
 Loving your outfits 🥰 and that energy!!!!

♥
1



good_gracie 7w · ❤️ by author
 I love this 🥰 you are so stunning and your energy is infectious!!

♥
1

Analysis:

Again, we love an infectious personality and your's shines through every post. This reel, in particular, contains a compilation of some of your very cute outfits, which give us a glimpse into your fashion with a flair! Create these more often.

\$80 Popcorn?!



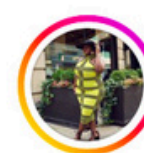
♥ 94
 💬 45
 ▼ 6

▶ 1,825



thagabulouslylyfe 11w · ❤️ by author
 It's so cute! I have an AMC stubs membership, I would definitely wear this to every movie.

♥
1



sherrale__michelle 11w · ❤️ by author
 I loooooovvee it !!!! It's really cute sis ❤️ every time I go to the movies I collect the Tin popcorn buckets they have. So I'm definitely going to have to look for that bag 🥰🥰🥰

♥
1

Analysis:

This generation is hooked on anything that can grab its attention and in this reel, a story about an \$80 novelty popcorn handbag is it. It's very unique, but cute. Also, it was very sweet for your husband to surprise you with it. We love black love.

ANALYTICS

Bottom Performers

The Regal Experience

♥ 32
 💬 19
 ▼ 0



▶ 380



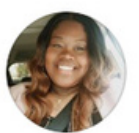
phillygirlsbrunch 1w · ♥ by author

Omg I want to do this!!

Reply



1



abigailrios_official 1w · ♥ by author

You have officially convinced me to go!!! I would love to experience this!



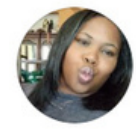
1

Book Club's Night Out

♥ 27
 💬 16
 ▼ 2



▶ 489



love_tahnisha 3w · ♥ by author

I never heard of the book or movie. Was it good



1



themodlittlemelanin 3w · ♥ by author

I'm so glad you shared this! I've been looking for a discount movie day!



1

Analysis:

The experience looks dope. The video starts off a little slow. Give us some excitement in the beginning to engage us. Playing with the sequence of video clips sometimes help. (Example)

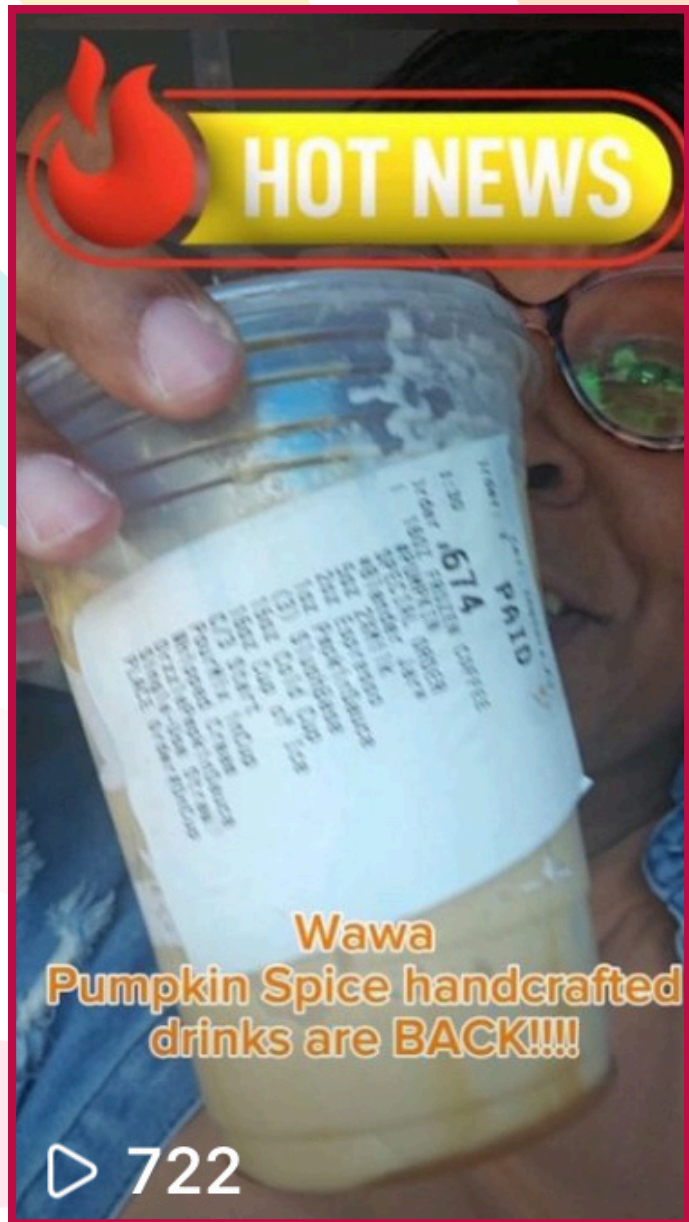
Analysis:

There are multiple themes in one reel. So, the audience doesn't know what to focus on: Book club? Movie? Colleen? Favorite theater snack? Discount movie tix? Try to figure out the story that you are trying to tell.

ANALYTICS

Bottom Performers, cont.

Pumpkin SZN Slurp



25
 19
 1

NYC Gems



25
 3
 0

sherrale_michelle 3w · ❤️ by author
 Gasping !!!!!!!!!!! I have to go!!!! Let me know when Dunkin releases their fall coffee 🥰🥰🥰
 1

thagabulouslylyfe 3w · ❤️ by author
 This is one of my fall guilty pleasures, trying all of the pumpkin flavored drinks and treats.
 1

lakeshia_renee 4w · ❤️ by author
 Great trip 🇺🇸
 Reply 1

Analysis:

This is HILARIOUS. Revise on-screen copy to something more attention grabbing. Example: "POV: Pumpkin szn is here". Also, your order looks pretty long. Let us know what makes it taste good and make us non-pumpkin spice lovers run to Wawa to try it out.

Analysis:

When you called the reel "Top 5 Gems from NY", it was expected that you were going to talk about things that were specific to the city like the ferry ride and coffee shop. However, it also included unrelated things like apps that you can take pictures on, and the Camp Content tour and Troyia.

AREAS TO DEVELOP

- Use an attention grabbing clip, title, or hook at the beginning
- Try not to overload videos with so much content
- Use CTAs (Call to Actions)
- Use combination of long-form (storytelling) and short-form (< 10 seconds) videos
- Improve lighting— platforms prioritize better video quality, as do followers
- Try to use trending audio when you can
- Even if you don't use trending audio, use some type of audio when doing voiceovers
- Every video doesn't need a voiceover, sometimes just copy will do
- Make voiceovers more concise (quick edits, less winded)
- Use quicker video edits (everything doesnt need to be included)
- Try to use more platform native text
- Use SEO rich captions (with keywords)
- Use closed captions when doing voiceovers (also boosts SEO)

LETTER FROM TAKEIRA

Hey Tee Reva!

You are truly ONE OF A KIND. You have the ability to light up any room you enter and your content does the same for our timelines. Thank you so much for entrusting me to help you grow your brand. Keep being a light to this world. I pray that your brand grows bigger than you could have ever imagined!

Takeira ♡

KEEP GOING!