

# Social Media Content Kit for Elope CBD

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## Overview

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This document contains ready-to-use social media posts designed to promote Elope CBD Double Chocolate Meltaways across various platforms. Each post includes suggested imagery, caption text, and recommended hashtags.

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## Blog Promotion Posts

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### Post 1: The “Hook” Question

**Platform:** Instagram, Facebook

**Image:** lifestyle\_collage.jpg or product\_with\_box.png

**Caption:**

Ever wonder why CBD and chocolate feel so good together? It's not just your imagination—it's science! 🍫✨

We just published a new blog post that dives deep into the synergy between these two powerhouses. Learn how chocolate can actually make CBD more effective and why it's the ultimate wellness combination.

Ready to uncover the secret? Click the link in our bio to read the full article!

#CBDWellness #ChocolateLovers #Blog #ScienceOfCBD #ElopeCBD  
#MindfulIndulgence #LearnWithUs

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## Post 2: The “Science Bite”

**Platform:** Twitter/X, Facebook

**Image:** educational\_graphic\_cbd\_chocolate.jpg

### Caption:

Mind-blowing fact: Your body has a 'bliss molecule' called anandamide. Both chocolate and CBD help your body preserve it, leading to a longer-lasting feeling of well-being. 🤩

We break down the whole fascinating process in our new blog post, "A Match Made in Heaven."

Read more: [Link to blog post]

#CBDfacts #Anandamide #WellnessJourney #DidYouKnow #ElopeCBD

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## Post 3: The “Benefit-Focused” Post

**Platform:** Instagram, Pinterest

**Image:** product\_single\_meltaway.jpg

### Caption:

It's more than just a treat. It's a smarter way to find your calm.

Combining CBD with the natural fats in chocolate helps your body absorb it more efficiently. That means more benefits, more relaxation, and a more delicious experience.

Want to learn how to make your wellness routine more effective? Our latest blog post explains it all. Find out why our Double Chocolate Meltaways are crafted for more than just flavor.

Link in bio to read the full story!

#EffectiveWellness #CBDTips #ElopeCBD #SelfCare #HolisticHealth #Chocolate

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# Product-Focused Posts

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## Post 4: Lifestyle & Indulgence

**Platform:** Instagram, Facebook

**Image:** lifestyle\_collage.jpg

**Caption:**

Treat yourself to a moment of calm. Our Elope CBD Double Chocolate Meltaways are the perfect way to unwind and indulge.

Whether you're pairing it with your morning coffee, evening wine, or enjoying it as a standalone treat, each meltaway delivers 25mg of pure, THC-free CBD in the most delicious way possible.

Because wellness should taste this good. 🍫

#ElopeCBD #CBDChocolate #SelfCare #WellnessRoutine #MindfulMoments

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## Post 5: Educational Focus

**Platform:** Instagram, Facebook, LinkedIn

**Image:** educational\_graphic\_cbd\_chocolate.jpg

**Caption:**

Did you know that chocolate can enhance the effects of CBD?

Cacao helps your body absorb CBD more effectively, prolonging its benefits. The natural fats in chocolate act as a carrier, increasing bioavailability by up to 3-5 times compared to taking CBD alone.

It's not just delicious—it's scientifically smart. That's why we chose chocolate as the perfect delivery system for our premium CBD.

#CBDfacts #ChocolateLovers #Wellness #ScienceBacked #ElopeCBD  
#Bioavailability

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## Post 6: Product Showcase

**Platform:** Instagram, Pinterest

**Image:** product\_with\_box.png

**Caption:**

Deliciously decadent, powerfully calming.

Each Double Chocolate Meltaway contains 25mg of pure CBD isolate for a consistent and reliable experience. Handcrafted in Chicago since 1938, our meltaways honor a legacy of confectionery excellence while embracing modern wellness.

- ✨ THC-Free & Drug Test Safe
- ✨ Lab-Tested for Purity
- ✨ Perfect 25mg Dose
- ✨ Handcrafted Quality

#CBDedibles #GourmetCBD #Elope #ChicagoMade #PremiumCBD

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## Post 7: Heritage & Story

**Platform:** Instagram, Facebook, LinkedIn

**Image:** display\_box\_8pack.jpg

**Caption:**

Born **in** the same factory that invented the Dove Bar. 🍫

Our Double Chocolate Meltaways carry a legacy of confectionery excellence dating back to **1938**. Handcrafted **in** Chicago **in** partnership **with** Brown Sugar Bakery—a certified minority-owned **and** woman-owned business—every meltaway **is** a testament to quality, tradition, **and** community.

When you choose Elope CBD, you're **not** just choosing premium CBD chocolate. You're supporting a story of heritage, craftsmanship, **and** social responsibility.

#ElopeCBD #ChicagoMade #SupportLocal #MinorityOwned #WomanOwned #Heritage #CraftedWithCare

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## Post 8: Morning Ritual

**Platform:** Instagram, Facebook

**Image:** lifestyle\_collage.jpg (focus on coffee pairing)

**Caption:**

Start your day **with** calm focus. ☕🍫

Our **Double** Chocolate Meltaways pair perfectly **with** your morning coffee. The rich chocolate complements your brew, **while** **25mg of** CBD helps you approach your day **with** a sense **of** balance **and** clarity.

No jitters. No intoxication. Just calm, focused energy **to take on** whatever comes your way.

#MorningRitual #CoffeeAndChocolate #CBDandCoffee #ElopeCBD #StartYourDay #MindfulMorning

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## Post 9: Evening Wind-Down

**Platform:** Instagram, Pinterest

**Image:** product\_single\_meltaway.jpg

## Caption:

Your evening ritual just got an upgrade. 🍷🍫

Pair an Elope CBD meltaway **with** your evening glass **of** wine **for** the perfect wind-down. **Let** the day's stress melt away as the rich chocolate and premium CBD work together to promote relaxation and tranquility.

Because you deserve a moment **of** peace at the **end of** the day.

#EveningRitual #Unwind #SelfCare #CBDforRelaxation #ElopeCBD #MeTime

## Post 10: Drug Test Safe

**Platform:** Instagram, Facebook, Twitter/X

**Image:** product\_with\_box.png

## Caption:

Enjoy the benefits **of** CBD **without** the worry.

**All** Elope CBD products **are** made **with** **THC-free** CBD **and are** rigorously lab-tested. That means you can experience relaxation, focus, **and** wellness **without any** concerns about drug testing.

- ✅ 0% THC
- ✅ Lab-Tested
- ✅ Drug Test Safe
- ✅ Non-Intoxicating

Wellness you can trust.

#THCFree #DrugTestSafe #ElopeCBD #CBDIsolate #LabTested #TrustedWellness

# Engagement & Community Posts

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## Post 11: Question for Followers

**Platform:** Instagram, Facebook

**Image:** lifestyle\_collage.jpg

### Caption:

Question **for** you: What's your favorite way to unwind after a long day?

We're all about finding those small moments of calm in our busy lives. For us, it's a piece of our Double Chocolate Meltaway and a few minutes of quiet reflection.

Drop your favorite self-care ritual **in** the comments! 👉

#SelfCare #CommunityQuestion #WellnessCommunity #ElopeCBD #UnwindTime

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## Post 12: Customer Testimonial Template

**Platform:** Instagram, Facebook

**Image:** product\_single\_meltaway.jpg with testimonial text overlay

### Caption:

"I love that I can enjoy something delicious while also taking care of my wellness. The chocolate is amazing, and I definitely feel more relaxed!" - Sarah M.

We love hearing **from** our community! Have you tried Elope CBD? Share your experience in the comments or tag us in your posts!

#CustomerLove #Testimonials #ElopeCBD #RealResults #CBDCommunity

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# Hashtag Strategy

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## Primary Hashtags (Use on every post)

- #ElopeCBD
- #CBDChocolate
- #PremiumCBD

## Category-Specific Hashtags

**Wellness & Self-Care:** #CBDWellness #SelfCare #WellnessJourney #HolisticHealth #MindfulLiving #DailyWellness

**Product & Quality:** #CBDedibles #GourmetCBD #LabTested #THCFree #DrugTestSafe #PremiumQuality

**Lifestyle:** #ChocolateLovers #CoffeeAndChocolate #EveningRitual #MorningRoutine #MeTime

**Location & Heritage:** #ChicagoMade #HandcraftedCBD #SupportLocal #MinorityOwned #WomanOwned

**Educational:** #CBDfacts #LearnAboutCBD #CannabisEducation #CBDSscience #Bioavailability

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## Posting Schedule Recommendations

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**Monday:** Motivational/Morning Ritual post

**Wednesday:** Educational content or blog promotion

**Friday:** Product showcase or lifestyle post

**Sunday:** Community engagement or customer testimonial

### Optimal Posting Times:

- Instagram: 11 AM - 1 PM, 7 PM - 9 PM
- Facebook: 1 PM - 3 PM
- Twitter/X: 12 PM - 1 PM, 5 PM - 6 PM

- LinkedIn: 7 AM - 9 AM, 5 PM - 6 PM
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## Visual Guidelines

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### Image Files Included:

- `product_single_meltaway.jpg` - Clean product shot
- `lifestyle_collage.jpg` - Lifestyle imagery
- `display_box_8pack.jpg` - Retail display
- `product_with_box.png` - Product with packaging
- `educational_graphic_cbd_chocolate.jpg` - Educational content

### Brand Colors:

- Brown: #5C3A21 (primary)
  - Tan: #C4A57B (secondary)
  - Mint Green: #7FCCC4 (accent)
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## Notes for Social Media Managers

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- Always include a call-to-action (CTA) in posts
- Respond to comments within 24 hours
- Use Instagram Stories for behind-the-scenes content
- Share user-generated content when tagged
- Monitor engagement metrics and adjust strategy accordingly
- Ensure all claims comply with FDA regulations (avoid medical claims)
- Include disclaimer when necessary: “These statements have not been evaluated by the FDA”