



**ripple**  
STREET™

**PARTY  
PLANNING  
GUIDE**



**GET  
YOUR  
PARTY  
HAT  
ON!**

Our greatest hosts of all time are the ones that spread the word about the products in their Party Packs. Before, during and after Party Day, they create and share photos, videos and social posts that capture the incredible brand experiences they have with friends and family.

photos and videos, how to use social media to spread the word and how to decorate to set the stage for fun... and to make sure the awesome products you're celebrating with get the attention they deserve.

In preparation for your party, we created this guide to show you how to take great branded

Thank you for hosting what we know will be a memorable House Party; we can't wait to see and hear all about it!

## **R U SOCIALLY SAVVY?**

### **Quality Not Quantity**

Take the time to craft great posts instead of simply carpet-bombing Twitter and Facebook. When you share content from the Ripple Street site, you're connecting with your friends and followers; make it count and make it all your own. And remember, you agreed to spread the word so be sure to make comments and share your brand passion before, during and after Party Day.

### **Hashtags: They're Our Friend!**

Use the party hashtag every time you post so everyone can find your Ripple Street content. It started with Twitter, but hashtags are now a feature on Facebook and Instagram, too. So, have at it! #hashtagsarefun!

### **Not So Loud (please)!**

This one's pretty straightforward: ALL CAPS CAN BE OVERBEARING! It's the social media equivalent of shouting in a friend's ear. Be a good friend and don't do it. Feel free to use that shift key and capitalize where necessary, but NOT every letter. Your friends and followers will thank you for it.

### **A Picture Is Worth A Thousand Words**

In a world of character-limited posts and "feeds," sometimes the best way to capitalize on the minimal space (and possibly the minimal attention of your audience) is with a picture. Be sure the pictures you post are relevant to the party theme and feature the product/s.

### **Tag...You're It!**

If you're using Facebook, Twitter or another social network, don't forget to tag the brand – and Ripple Street and your friends for that matter! Simply use the "@" symbol on Twitter or type it in a Facebook post and then select the name you want to include from the dropdown menu that pops up. Not only does this give the person you're talking about a heads-up, it also makes it easy for your other friends and followers to simply click on their name – or the brand – to learn more.

# TAKING GREAT PHOTOS & VIDEO

## Be Sure To Include The Brand And Product

The best photos & videos are the ones with the brand front and center. Many times your Party Pack or Chat Pack will include fun branded goodies – be sure to show them off, too!

## Clarity Is Key For Your Photos And Videos

Double-check your photos before posting to make sure they are clear. Believe it or not, we see lots of blurry photos due to camera movement, poor lighting or a lack of

camera flash. Keep these things in mind when taking your party pics.



Likewise, before taking a video, check the display for good lighting and use a mount to avoid the shakes. If you don't have one, simply prop your phone on a solid surface. Also, if you have a TV or bright light in the field of view, pivot your subject away from it so the contrast of

the video isn't oversaturated with light.

Last but not least, **MAKE SURE WE CAN HEAR YOU**. A lot of videos are uploaded where we hear the background noise instead of what the star of the video (that's you!) is saying.

## Get The Ripple Street App!

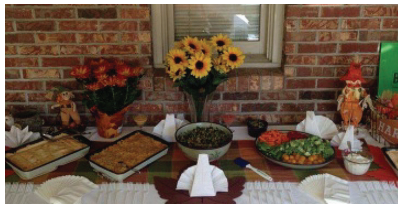
Download our app to make uploading and sharing photos and videos from Party Day (and the days before and after!) a snap. Posting your photos and

videos to your social networks is a super way to spread the word -- and remember to use the Party Hashtag every time you post.



# DECORATING FOR YOUR PARTY

Decorations set the mood for a fun, memorable experience with the brand and products you and your guests will be experiencing. Here are a few ways to deck the halls easily and inexpensively.



## Play Up Your Party Theme

Most parties have a theme that you can take and make all your own. Whether it's Back to School or Ladies' Night In, get some decorations, plates, napkins, cups, etc. that match the colors of the product or service you're celebrating and play up the theme. Take it a step further with

custom cakes, special lighting – we've even had hosts create their own bath soaps to show their love of their favorite brands. Show us how creative you can get and take your party to the next level.

## Downloadable Favors

Use the downloadable PDFs in the Favors tab of the site, like the Welcome Sign and Event Logo. Put them on the wall in your party space and take pictures of your guests in front of them for fun photo ops on Party Day.

## Blow It up!

Grabbing a few helium balloons at the party store can go a long way: curl the ribbons and let them decorate the ceiling or tie a few around the house to chairs, banisters, or even your mailbox outside to let people know where the party is. After all, how does a balloon not make any party better?



a cinch to make. Simply print 8.5" x 11" sheets with the party logos and it becomes a great backdrop for party photos. Many House Parties also include this as a downloadable favor so that makes it even easier!

## Festive Food

Your food can also double as decoration, so show us your creativity with food at your party. Take this very creative cake that one host baked for their party as inspiration!



## Photo Opp

Wall art is a great functional decoration also. The best example of this is a 'Step-and-Repeat Wall' and it's

