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RETAIL SOCIAL GUIDELINES

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We use social media for:

- Check out [@pit_viper](#) on instagram for the best examples of what we expect from social media content.



OUR FAVORITES



Pit Viper's Digital Marketing Director's Favorite Recent IG Posts

Why is it a favorite?

LIVESTOCK

- We love animals, who doesn't?
- Other animals > dogs
 - Dogs are very basic. Dogs are very cool, but holy shit you find a fucking pig? A llama? A fucking heffer? Omg. go wild. That's fun.

Brevity

- The caption of this post is very simple and plays on a well known aspect of internet / animal loving culture.

Product / Photo

- The product pops. There's no missing it.
- It is a very vibrant photo that grabs your attention easily.
- It's a "THUMB STOPPER"

In social media you have like less than 0.2 seconds to get someone's attention. There are millions of people posting every second. YOU have to get someone's attention in that time. How? You post a big fat pig wearing sunglasses.



https://www.instagram.com/p/Cc_LrPp1uJ/

OUR FAVORITES



Why is it a favorite?

Same reasons as before.

We specialize in obscurity and irreverence.

-Social media exists as a reprieve from reality. We are there to forget about the world around us. Pit Viper is an extension of this idea. We are here to force the world to take itself less seriously. How do we do this? Humor baby fuck yeah. This type of shit. Look at this photo, it's goofy as hell. Can't not laugh looking at it. A photo like this will take precedence over any "serious" or "cool" looking picture.



<https://www.instagram.com/p/CXKg5zTftjD/>

-Also, we like denim. It's an important part of our brand's ethos.

OUR FAVORITES



Why is it a favorite?



<https://www.instagram.com/p/Cd6ZVFD0jgb/>

Same reasons as before.

This is very obscure. This is very odd. This is the type of content that gets people to stop and say, "what the hell?"

That's the good stuff.

LIFESTYLE PHOTOGRAPHY

What we want when photographers are taking lifestyle photos for us:

Self expression

- Be yourself and express yourself with Pit Viper
- What are your skills, passions, hopes, desires? Can you put on Pit Vipers and become that?

Faces

- Ideal to be overly serious, or completely not serious. If the situation is not serious -- ex: playing chess -- take it too seriously. If the situation is serious -- ex: jumping a car -- take it not seriously.
- Never ever smile like you are taking a family photo.
- **Always wear sunglasses over your eyes.**

Action

- Action is usually best. Action can make the best photos.
 - But we would rather see something stupid over something cool. Ex: spread eagles are cooler than 720s
- Ex:** this was cooler than this, at the same spot

Unique

- This was our best photo on instagram for about a year
- Do not do what other people would do.

TOP INSTAGRAM PHOTO



THIS



THIS IS COOLER



THAN THIS



NEVER THIS



SOMETIMES THIS IS OKAY



PHOTOGRAPHY



CONTINUED

This isn't your average family photo. We want to see exaggerated action, over the top expressions, and fun props. That being said, serious expressions or poses can be funny when paired with the right situations, models, or wardrobe.

NOT THIS



SOMETIMES THIS



THIS



THIS FOR SURE



PHOTOGRAPHY

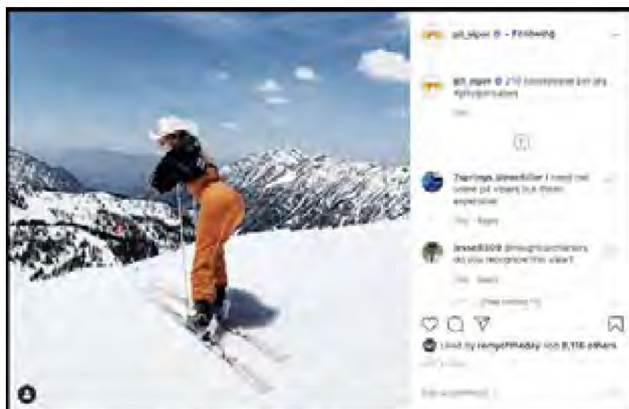
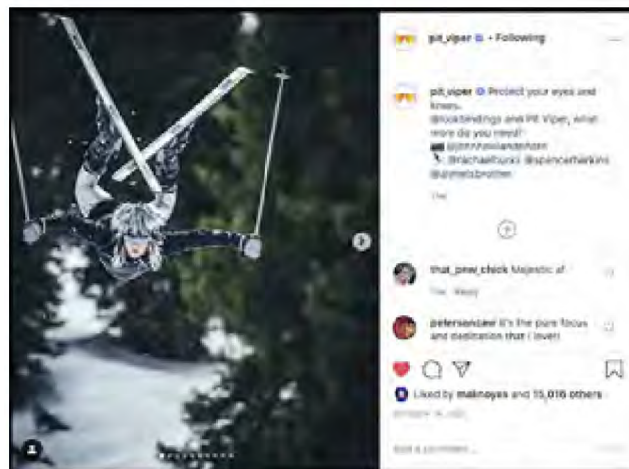


THIS AND NOT THAT

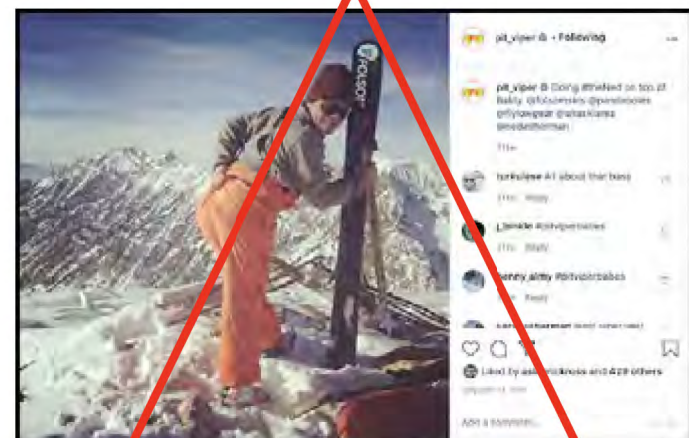
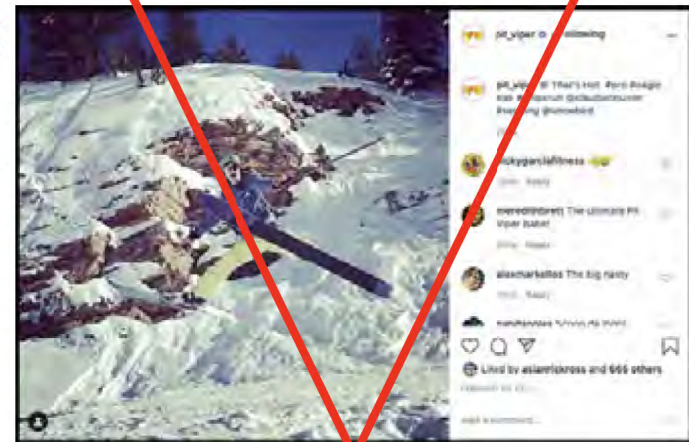
LAY OFF THE FILTERS!

Use realistic color correction at all times.

THIS



NOT THIS



OBJECTIFICATION

On April 15, we posted the photo. One of our coworkers asked why this photo made the cut while so many others, specifically those involving women, would have not been appropriate. The only way I could explain it would be this:

- We do not objectify women because women have been objectified historically and it is a narrative we do not care to promote.
- Pit Viper focuses on parody humor by taking a subject and flipping it on its head.
- How does this post fit into our Brand Guidelines?***

- The photo is the opposite of what our predominantly male focused instagram following would expect to see.
- Historically, our patriarchal society has objectified and put down women. Objectifying women perpetuates a stereotype that "women are objects"

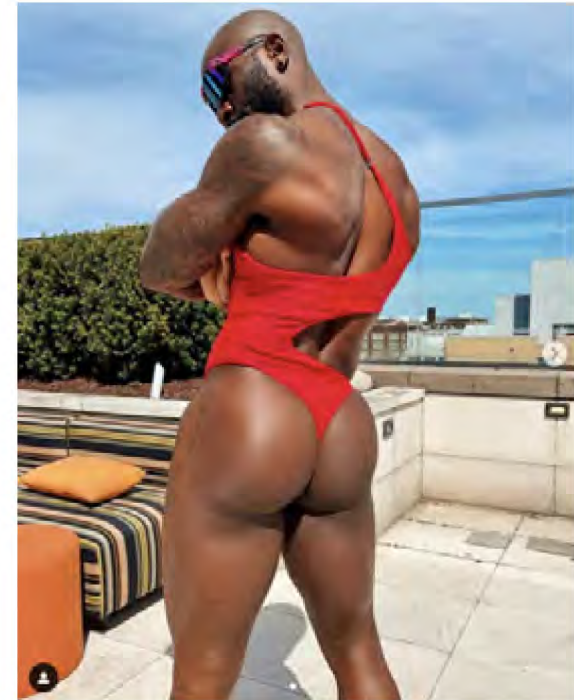
-Objectifying men does not perpetuate a negative stereotype.

-An important aspect of this post is the caption. We do not acknowledge any aspect of the person in it physically other than his choice of clothing.

-Basically, we do not stand for the objectification of women. We are, however, here to promote the concept of body positivity and encourage EVERYONE to express themselves (assuming that is not promoting hateful rhetoric or hurtful to certain groups of people)

A GOOD GROUND RULE

- If you have any inkling that a post IS objectifying someone, don't post it. There are heaps of photos out there to use.



<https://www.instagram.com/p/CcYT0vMpYae/>

PIT VIPER & POLITICS



Pit Viper is apolitical and will not vocally support a party, political figure, or candidate.

Pit Viper was not put on this planet to be social justice warriors. We make the world better through laughter and lead with our hearts for what's decent and right.

Equal rights is not a political stance and we have and will continue to stand for equality, justice, and kindness.

We stand for equality and human rights

There is room for everyone on party mountain, unless you are spreading hate, racism, and/or blatant negativity used to bring people down. If that's your idea of a party, you can join another mountain.

DOS AND DON'TS



DOS

Do use 69, 420, etc in place of boring numbers. Other favorites include 1993 and 8008135.

Do use toilet humor. We LOVE a good poop or fart joke, critics be damned.

Do use sexual innuendos. A great example is our “Come in Your Jeans” world record jean ski events. Take any opportunity you have to talk about things like: coming, lasting long, large, small, or perfectly average sized items, releases, growth, performance anxiety, stiffness, firmness, pleasure, bottoms, oral activities, etc.

Do poke fun at the customer.

Do self deprecate to an extent. We can be: unorganized, slow to restock, money hungry, drunk, stupid, unskilled/ungifted in the bedroom, etc. We are NOT: lame, uncool, nerdy.

DOs AND DON'Ts



DON'Ts

Don't make fun of someone's disability, race, religion, sexuality, or gender, they will never be the butt of our jokes.

Don't use racial stereotypes, caricatures, or anything pertaining to race/ethnicity as a joke. We don't care if Disney did it in the 70's, it ain't funny.

Don't use sexuality or femininity as a joke or insult. "Sissy", "pussy", "gay," and other words alike are not insults.

Don't use the word "retarded." There are a ton of other words to use, we know you can come up with something.

Don't joke about someone's physical or mental disability.

Don't joke or speak disrespectfully about any religion or religious holiday.

Don't refer to someone's weight derogatorily. We have a lot of models whose body types add humor to their sexy shots, but there is a difference between laughing with someone and at someone. We are here to make everyone feel confident and sexy.

Don't get too weird/graphic with the sexual jokes. Vague mentions of having lots of sex ironically is hilarious. Overly detailed wording or non ironic bragging is a little much. We don't want to hear about slaying poon, drowning in juices, or gobbling wieners.

Don't joke about suicide or mental health.

Don't joke about hard drugs. Alcohol, weed, and psychedelics are acceptable, however stay away from jokes about drugs like cocaine, opiates, meth, etc, and joking about drug addiction.

Don't force it. Forced humor is worse than no humor.

OTHER IMPORTANT THINGS



VIDEOS

Here's a link to a tutorial on how to post a successful video on social media.

https://drive.google.com/drive/folders/1efG--rPoU_NUg0H_D1U6wjxl3-tHArT0

EMOJIS

We rarely use emojis, if we do we use them sparingly.

GIFS

- In direct messages, we sometimes respond with GIFS. Stay away from basic, cringe comedy gifs.
- When in doubt, go with Dr. Steve Brule or something retro.

HASHTAGS

We never use hashtags for market growth (#skiing #photography) but always for categorization of our content (#pitviperbabes #pitviperpups) or sometimes for campaigns (#12daysofturbo #PVBf8) or comedic effect (#regulatorjohnson).

MUSIC

If you are in need of music to accompany your reel, video, story, etc, please feel free to use any song from this playlist.

<https://open.spotify.com/playlist/1isDWtJ0w7XfavoDINr5AN?si=d628fb154dbe4b89&nd=1>

^this is pit viper radio. It's a hand curated playlist of almost 900 songs. I promise you will find what you need.