

RobinHood Snacks Podcast Social Strategy

Social Programming Streams

- Daily Crumbs or Small Bites
 - **What we know:** The show records daily for 45 minutes. That content is edited to 15 minutes. Out of 20 daily pitched stories, only three make air.
 - **What we do:** Repurpose some of those stories or tidbits of daily financial news that met the cutting room floor across social media as “Daily crumbs” or “Small Bites”.

IDEA:

- We 📈+F'd @Spotify's Q2 earnings report
"Podcast" mentioned 21 times
"Music" 14 times
#Priorities @RobinhoodSnacks
 - <https://twitter.com/TBOYjack/status/1288495756958027776?s=20>
- Nick Martell (@NickOfNewYork):
Mamathleisure. Now a thing. @Nikeis launching its 1st ever maternity gear with 4 products — led by moms in the Design Division. The Takeaway: Diverse Team Rightwards arrow Innovative Product. @RobinhoodSnacks
 - <https://twitter.com/NickOfNewYork/status/1301220798162710530?s=20>
- The newsletter writer also has many bites on her feed:
 - <https://twitter.com/RebeccaSnacks>
- Junk Food
 - **What we know:** Although Nick and Jack are pros, they don't get it right on the first take everytime.
 - **What we do:** Leverage outtakes from the recording of the podcast and Snacks video and turn them into bloopers that drive host affinity and CTA copy.
 - A clip of them vamping before recording is here:
<https://youtu.be/sEEmCA7dM9M?t=305>
- Snacks Supplements
 - **What we know:** Nick and Jack [believe in the importance of side hustles](#).
 - **What we do:** Plan weekday inspirational content that is more focused on factoids and “did you know’s” as it relates to successful market movers.
 - Quote cards
 - Historical business “pivots”
 - Etc.
 - “Having a side hustle can be complimentary to your day job in ways that you wouldn't expect, like, for example, I was working at a bank and pretty much I was just doing sales, and instead of talking about the weather and traffic at the beginning of a conversation, I

could talk about the new stories that I reported on in MarketSnacks or just the fact that I run this company on the side and people like to hear about that and so it can help your day job. And that's why we really encourage, you know, employers that are thinking about whether or not to let their employees have side hustles definitely do it. It'll keep the employees much more engaged, much more motivated, much more satisfied with their lives I feel, but also potentially differentiate them from the other people who are making cold calls to a potential client." - Jack Kramer

- Links to audio content can be found here:
<https://twitter.com/TBOYjack/status/1295382546276995072?s=20>
https://www.youtube.com/watch?v=4_2ixJQRlig
- Nick Martell (@NickOfNewYork):
 - Greatest pivot of the corona-conomy: The Gap Jeans <Face with medical mask> Sold \$130M of face masks in 3 months. <Left-pointing magnifying glass> Still the #1 Google hit for "Face Mask Style Guide" @RobinhoodSnacks
- Rebecca Moretti (@RebeccaSnacks)
 - 70% of people "fear for their health" at the cash register, according to Paypal. The Venmo-owner's profit soared 86% last quarter as people ditched cash for digital payments. Is there a dark side to the accelerating "Death of Cash"?
- #IYKYK
 - **What we know:** The core mission of Snacks is continuing to democratize access to financial news.
 - **What we do:** Inform the audience on up-and-comers in the financial markets. Every week there are new stocks who make market moving news, in terms of their performance (for better or worse). This would be a scalable template for Robinhood Snacks to showcase those public companies who are having a notable moment.
 - **IDEA:**
 - Example from Jack Kramer (@TBOYjack): "For 15 years, @Tesla was like Walter White: Had a great product, but seemed constantly on the brink of doom. #SnacksSpoiler for Monday's @RobinhoodSnacks"
 - <https://twitter.com/TBOYjack/status/1299465399130447873?s=20>
- Missing the pod? We still have a Snacks newsletter that we're still sending everyday! Allow us to WHIP UP THE TAKEAWAYS. 🍿🍿 (And by "us" we mean @RebeccaSnacks)
 - Canopy Growth stock is down 65% from its 2018 high
 - Aurora is down 92%
 - Tilray is down 95%
 - Going "beyond the leaf" with consumer products like CBD drinks and creams is more important than ever. 🍹🍹
 - <https://twitter.com/RobinhoodSnacks/status/1293248079563386880?s=20>
- Ticker Tea

- **What we know:** Snacks content aims to provide unique perspectives to financial news, as well as contemporary comparisons among industries.
- **What we do:** Leverage the intersection of pop culture, entertainment and brands by crafting posts that highlight celebrity involvement in stocks with a People/US Weekly spin. Examples:
 - **Not only is Lady Gaga a pop icon and influencer, she's also an investor. She recently teamed with Google Chairman Eric Schmidt as major shareholders in the web-based platform Backplane. It's gone on to raise \$1 million. We wonder if Mother Monster has a good poker face?**
 - SOURCE: <https://techcrunch.com/2016/04/11/too-close-to-the-sun/>
 - **Plant-based continues to make IPO inroads. First Beyond Meat received backing from Bill Gates and Leonardo DiCaprio. Now Oatly has lured stars like Oprah and Natalie Portman to invest in non-dairy milk. Stars! They're (investing) just like us!**
 - Photo collage of Bill Gates, Leonardo DiCaprio, Oprah and Natalie Portman.
 - SOURCE: <https://www.forbes.com/sites/mergermarket/2020/08/10/oatly-hopes-for-frothy-ipo-market-in-2021/#51392e8197c0>
 - **Ryan Reynolds just sold his Aviation Gin, but did you know George Clooney, Dwayne "The Rock" Johnson and Nick Jonas are dicing limes for their respective tequila companies? Who do you think will be the next brand to take off?**
 - Photo collage of Nick Jonas (Villa One), George Clooney (Casamigos Tequila), and Dwayne "The Rock" Johnson (Teremana Tequila).
 - SOURCE: <https://timesofindia.indiatimes.com/life-style/food-news/these-9-popular-alcohol-brands-are-owned-by-celebrities/photostory/77785813.cms?picid=77785939>
- Snacks Rap UGC
 - **What we know:** Snacks has one of the more epic disclosure rap tracks of any podcast on the market, and listeners love it.
 - **What we do:** Create a weekly UGC showcase that highlights listeners of the show performing the rap disclaimer that precedes the daily pod.
- COPY:
 - You're tuned into Snacks Daily.
 - We spoke to the lawyers and we gotta get some legal out of the way.
 - The Snacks you're about to hear is ear candy (Woooo)
 - They don't reflect the views of the Robinhood family (Ahh)
 - It's all informational, just so you know
 - We're not recommending any securities (No)
 - It's not a research report or investment advice
 - Not an offer or sale of a security (Right)
 - Snacks is digestible business news for you.

- Robinhood Financial LLC
- Member FINRA / (or slash) IPC.
- IDEA: Display the words of the jingle karaoke-style. Perhaps you can display sound waves or the thumping of beats with the song? (Example: https://www.instagram.com/p/CEpX36vJ8PT/?utm_source=ig_web_copy_link)
- I made an mp3 of the jingle: <https://drive.google.com/file/d/1LEonUcvjTe74AB0xR0pFs637FFduL8cG/view?usp=sharing>
- Context is King
 - **What we know:** Context is an integral component of being financially literate, as exemplified by Nick's recent tweet.
 - Example: "[Tesla makes its 1st full-year profit ever...But Microsoft makes 30X that profit in 1/4 of the time.](#)"
 - **What we do:** Draw interesting, informative comparisons from wildly divergent companies, *such as Tesla and Microsoft*. It engages two different audiences and interest groups around on the same subject, accessible financial news.
- IDEA: Peleton vs SmileDirectClub - <https://twitter.com/RobinhoodSnacks/status/1261092624150089728?s=20>
- Jack Kramer (@TBOYjack): US Recreational vehicle industry employs ~3 million people
 - 1M at carmakers
 - 1M at car dealerships
 - 1M at car suppliers
 - Plus more working on roads, gas stations, and those tree-shaped air fresheners.
 - More in today's @RobinhoodSnacks
- Nick Martell (@NickOfNewYork):
 - Retail: The customer is always right <Smiling face with heart-shaped eyes>
 - Finance: The customer may be right, but we're probably right-er <Money-mouth face>
 - Healthcare: The customer is right, but please hold for an operator <Angry face>
 - Airlines: The customer was right, but you'll have to speak with a manager <Face with symbols over mouth>
 - Tech: User error <Robot face>
 - <https://twitter.com/NickOfNewYork/status/1298631201079676928?s=20>
- Food for Thought
 - **What we know:** The hosts read and respond to listener comments and feedback prior to recording the show, which is an untapped source of social content available.
 - **What we do:** Highlight UGC (comments, social comments, podcast reviews, etc.) in scalable templates on social.

- **Idea:** A recent Tweet was a listener who shared that his wife went into labor while listening to the show. Can we promote interactions graphically somehow?
<https://twitter.com/RobinhoodSnacks/status/1260352705710579712?s=20>
- Daily Nutrition
 - **What we know:** A barrier to entry for potential stock traders is the language associated with the industry. In the spirit of demystifying the subject, providing quick descriptions of common terms would serve as invaluable, evergreen content stream.
 - **What we do:** Utilize FAQ (frequently asked questions) that relate to newer traders that wouldn't be too complex to answer in an easily digestible format. Some examples:
 - What is a dividend?
 - What is a Stock Split?
 - What is Paper Trading?
 - What is a Stop?
 - What is Diversification?

Idea: Presenting easy-to-comprehend definitions.

- #SnackFact or #SnackBite
 - **What we know:** The newsletter has a fantastic recurring bit built in that can easily translate to daily social content in Snack Fact of the Day. Additionally, “#SnackBite” content has performed for hosts on social:
 - [Amazon has 850K employees. That's more than the number of Americans named "Sarah"](#)
 - ["We did the math — VW's biggest car plant in Wolfsburg Germany could fit 667 Walmarts inside."](#)
 - **What we do:** Create a newsletter to social production template for a daily #SnackFact or #SnackBite.
- Example from Jack Kramer (@TBOYjack):
 - “- '14 @Facebook: peak Insta: 72% sales growth
 - '08 @Apple: peak iPod: 90% growth
 - '20 @zoom_us peak COVID: 337% growth
 - You compare MJ's best season to LeBron's. We compare Zoom's best to Apple and Facebook's in tomorrow's @RobinhoodSnacks”
- “Currencies are priced in terms of other currencies E.g. 1 euro = 1.18 US dollars. Similarly, 1 Ken Griffey Jr. baseball card = 11 Mark McGuire baseball cards”
 - <https://twitter.com/TBOYjack/status/1296811118606704640?s=20>
- Snackfact: If you sold all of @Apple's stock, that money (\$1.9 trillion) could pay for a year-long paid vacation for each and every Canadian. Translation: Apple's market capitalization = Canada's gross domestic product
 - <https://twitter.com/NickOfNewYork/status/1294291824983638017?s=20>

- In 3 months, @amazon hired 175K people. That's equal to the entire pre-COVID workforce of @delta (80k) and @united (96k) combined.
 - <https://twitter.com/TBOYjack/status/1288952598188314624?s=20>
- There are 4 black CEOs represented in the Fortune 500
 - Jide Zeitlin, Tapestry
 - Kenneth Frazier, Merck
 - Roger Ferguson, TIAA
 - Marvin Ellison, Lowe's
 - Their incredible bios showcased in today's intro on @robinhoodsnacks daily podcast
 - <https://twitter.com/TBOYjack/status/1268933189910888448?s=20>
- #SnacksIsBack
 - **What we know:** The show posts Monday-Friday. But what about weekend engagement during the moments the market is closed?
 - **What we do:** Provide insights at the top of each week into what the Snacks team will be keeping their eye on in the coming week. Allowing for social followers to feel a part of the content creation process.
 - For example: the monthly jobs report and how that will affect industries.

Examples:

- These were some "accelerated trends" of the corona-conomy that we predicted last month:
 - 📺 Cord cutting
 - 🚚 Delivery everything
 - 🎬 Direct-to-streaming movies
 - Tune into Snacks Instagram on Friday and watch us grade our predictions! Should be #TBOY.
 - <https://twitter.com/RobinhoodSnacks/status/1255652460112179200?s=20> (1/2) / <https://twitter.com/RobinhoodSnacks/status/1255652464105107456?s=20> (2/2)
- Example from Jack Kramer (@TBOYjack): "For 15 years, @Tesla was like Walter White: Had a great product, but seemed constantly on the brink of doom. #SnacksSpoiler for Monday's @RobinhoodSnacks"

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 - <https://twitter.com/RobinhoodSnacks/status/1293248079563386880?s=20>
- Nick Martell (@NickOfNewYork): T-3 days until #SnacksIsBack @RobinhoodSnacks @TBOYjack

- <https://twitter.com/NickOfNewYork/status/1294291824983638017?s=20>
- Nick Martell (@NickOfNewYork): I cannot emphasize enough how "best yet" tomorrow's Snacks Daily pod is:
 - Walmart wants to buy TikTok
 - Amazon's freaky 1st fitness gadget
 - We know who should acquire Warby Parker
- Hitting the recording with @TBOYjack @RobinhoodSnacks #TBOY
- <https://twitter.com/NickOfNewYork/status/1299078588541677568?s=20>
- #TBOY Tips
 - **What we know:** What we know: Snacks' core goal is democratizing financial news for listeners, but Snacks could also take a holistic approach.
 - **What we do:** Share good business and life principles with the audience that are dear to Nick and Jack. By highlighting their personal keys to daily success, they can help listeners to begin the day with a positive mindset and establish goals.
 - Examples:
 - **Focus on minutes of your day, not hours:** How to tackle your daily tasks
 - **Practice a consistent morning routine:** What business titans know.
 - **The 80/20 rule:** in most cases, 80 percent of results come from only 20 percent of activities. Ultra-productive people know which activities drive the greatest results. Focus on those and ignore the rest.
 - Start your day with 15 minutes of positive input. It's easier to achieve and maintain a positive attitude if you have a "library" of positive thoughts in your head, so you can draw upon them if the day doesn't go exactly as you'd prefer.
 - **Do the Important Thing First.** Tackling the most urgent task first will make the rest of your day feel productive.

P.S. – Popcorn is the official TBOY emoji. You will see it in several of their tweets.

<https://twitter.com/RobinhoodSnacks/status/1291147192258854912>

- Jack Kramer's overnight oat recipe (This also falls into food for thought since someone asked via Tweet)
 - 1 cup traditional rolled oats
 - 1 cup almond milk (or water)
 - 1 scoop peanut butter (or any nut)
 - Mix oats with the milk and peanut butter, let sit in bowl overnight
 - When serving, add granola, walnuts, and/or berries (frozen Blueberries/Strawberry is fine if thawed)
 - drizzle Maple syrup on top
- <https://twitter.com/TBOYjack/status/1283136247993495552?s=20>
- Discussion on the five secrets/ingredients that they try to bake into every podcast:

- **How Our Podcast Came to Be - Snacks Daily @ Spotify -**
<https://youtu.be/SZ5sIJEOnEU?t=1023>
- Jack Kramer (@TBOYjack):
 - Which of these "Fears" is really bad for you? Hint: the other one can actually improve your life.
 - The winner (and correct answer) is FOBO. Fear of a better option leads to missed opportunities and you disappointing your buddies (nobody likes a flake). FOMO can motivate and get you out there.
- <https://twitter.com/TBOYjack/status/1261478487442980868?s=20>