

TFB

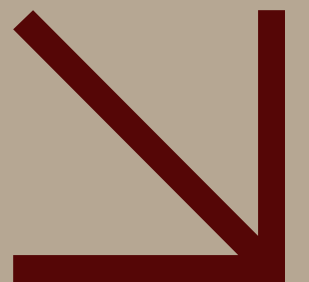
# FÉ SPACE: MEDIA STRATEGY + VISUALS



FÉ

Strategy Curated by TFB Collective

Content Supported by Interns: Denisa Bogorodea & Alessia Tonelli



# PROJECT: TFB COLLECTIVE X FÉ – BRAND & EDITORIAL STRATEGY LEAD

PROJECT: FÉ – Brand & Editorial Strategy Lead

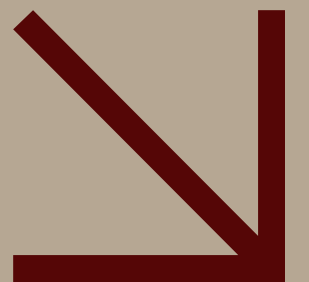
Platform Type: Mentorship & Community Growth  
Location: Remote / Amsterdam-Based

Role: Editorial Strategist, Brand Director, Systems Builder  
Scope of Work:

- Built and funded a new Notion ecosystem for task management, content ops, and brand research
- Directed strategy across Instagram, LinkedIn, and Email using a custom Tone Ladder
- Created monthly editorial themes and launched 3 evergreen content series
- Wrote and edited newsletters, social captions, and curated Canva content
- Designed Mentee/Mentor highlight systems rooted in personal research and moodboarding
- Integrated new interns into the system and coached them through editorial execution
- Guided FÉ's visual evolution with brand-rooted tones (forest green, yellow, wild textures)
- Proposed and styled brand photography as part of the mentorship journey

Impact:

Elevated FÉ's tone, clarity, and cross-platform trust — while balancing structure and soul. Positioned the brand to grow confidently across B2B and community-facing spaces.



## FE Socials Branding, Instagram + LinkedIn

### Brand Pillars:

- Soft with Wisdom
- Wild Within
- Global Sisterhood
- Structured Organic Growth

Themes: Movement, Inclusive with exclusive energy, Editorial Storytelling, fun and relatable content, corporate-friendly with style!

The Social Media strategy / branding for FE during this 6-month pilot that TFB Collective has curated alongside interns Alessia and Denisa we will be bringing more attention to detail, not just the message in writing but allowing the picture to aid in passing the FE Messaging along.

Avoiding long drawn-out captions (leave that to the newsletter!)



# Mentorship Misconceptions Series

## What it is:

- A bi-weekly newsletter + social posts launching every other Thursday to dispel common myths about mentorship.

## Why it matters:

- Clears up misunderstandings that prevent mentees from seeking help and mentors from engaging fully.
- Builds confidence & trust in mentorship relationships.

## Who it serves:

- Mentees, mentors, institutions, and FÉ community members who engage with free content but aren't mentees yet.

## Evergreen storytelling:

- Based on our Mentorship Story System, content is reusable across IG, LinkedIn, newsletters, and impact report for consistent messaging.

# Content-to-Funnel Map



## Why it matters ?

Each stage guides audiences closer to mentorship programs, strengthening FÉ’s impact on individuals & partner institutions.

## Multi-channel reach

Content flows across Instagram, LinkedIn, newsletters, and impact report for maximum engagement.

# Mentorship Story System

## Purpose

Create a scalable and sustainable process for collecting and repurposing authentic mentor & mentee stories to power FÉ’s content ecosystem

## Why it matters ?

Real voices = Real impact



These stories:

- Amplify the human side of mentorship
- Strengthen trust with partners & stakeholders
- Fuel storytelling across all channels year-round

## Channels Supported:

- Instagram
- LinkedIn
- Newsletters
- Impact Report

# Mentorship Story System

## How This Strengthens FÉ's Mentorship Services

### For Individuals (Mentors & Mentees):

- Highlights growth, wins, and shared experiences
- Builds a community rooted in storytelling
- Encourages ongoing participation and referrals

### For Partner Institutions:

- Showcases real, measurable impact
- Provides powerful case studies for collaboration
- Reinforces FÉ's value as a mentorship leader

### System Features:

- Evergreen: Always collecting, always usable
- Scalable: Grows with our mentor/mentee base
- Repurpose-Ready: Easily adapted for all platforms

This isn't just a story system — it's a relationship engine that powers FÉ's mission at every touchpoint.

# How the Mentorship Story System Works (Step-by-Step)

## 1 Story Sourcing (Led by Alessia)

- Conduct interviews with:
- → Mentors
- → Mentees
- → FÉ Founder (vision, evolution of mentorship)

### Interview focus areas:

- What motivated them to join FÉ
- Challenges they faced and overcame
- A moment of growth or connection
- Impact of mentorship on their life/work
- Advice for future mentors/mentees

## 2 Curating Story Insights

- Pull key quotes, emotional moments, and themes
- Organize stories by topic or goal (e.g., “confidence-building,” “career shifts,” “cross-cultural growth”)

### Collaborative Content Creation

- Send curated interviews + highlights to:
- → Denisa – Turns stories into polished content for IG, newsletter, etc.
- → Taylor – Ensures stories align with mentorship goals and strategy

# How the Mentorship Story System Works (Step-by-Step)

4

## Visual + Editorial Finalization

- Mia creates visual assets (e.g., graphics)
- Stephany reviews final versions for alignment with brand tone and publishing schedule

## Evergreen Use Across Channels

- Stories feed into:
  - → Instagram carousels
  - → LinkedIn
  - → Newsletter spotlights
  - → Annual Impact Report

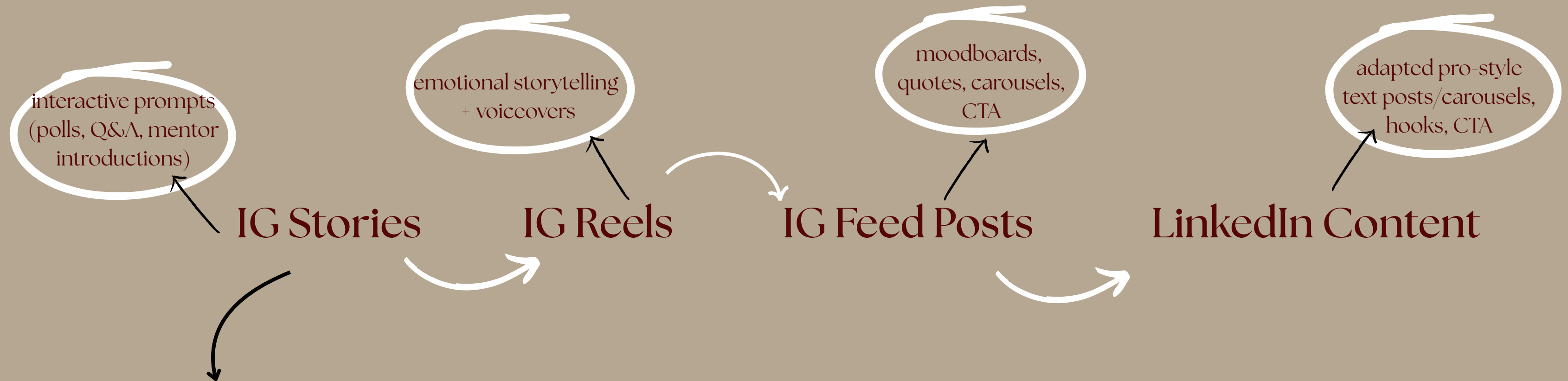


This process creates a repeatable system that keeps FÉ's mentorship impact visible and relevant—week after week, channel after channel.

From Stories to Strategy

## Content Cycle & Series Evolution

Each format builds on the last  
→ from fast engagement to deeper storytelling



- “What’s your biggest obstacle in personal growth?”
- “Which mentorship trait do you value most?”

From Stories to Strategy

## Content Cycle & Series Evolution

### Ask a Mentor Mondays

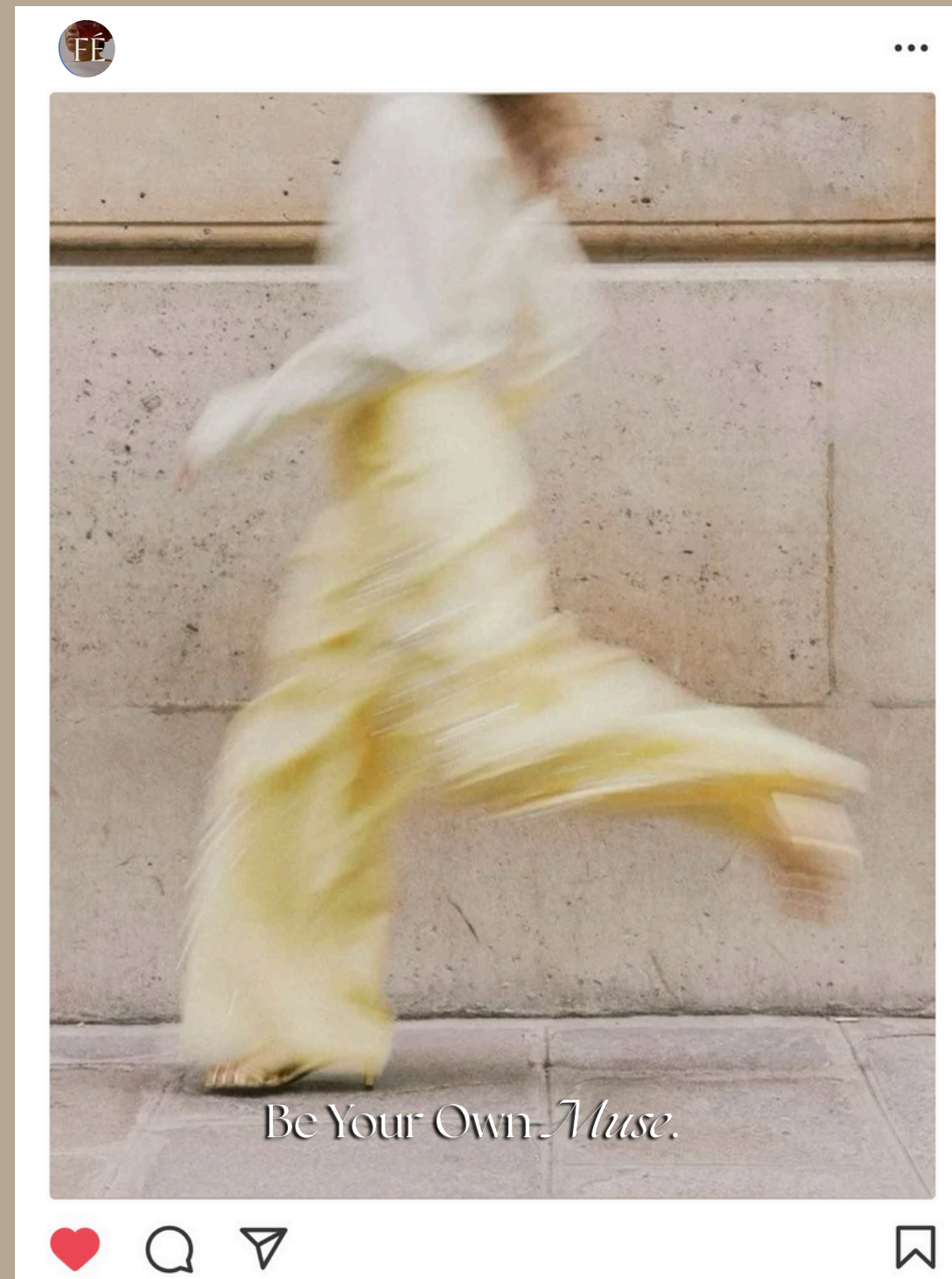
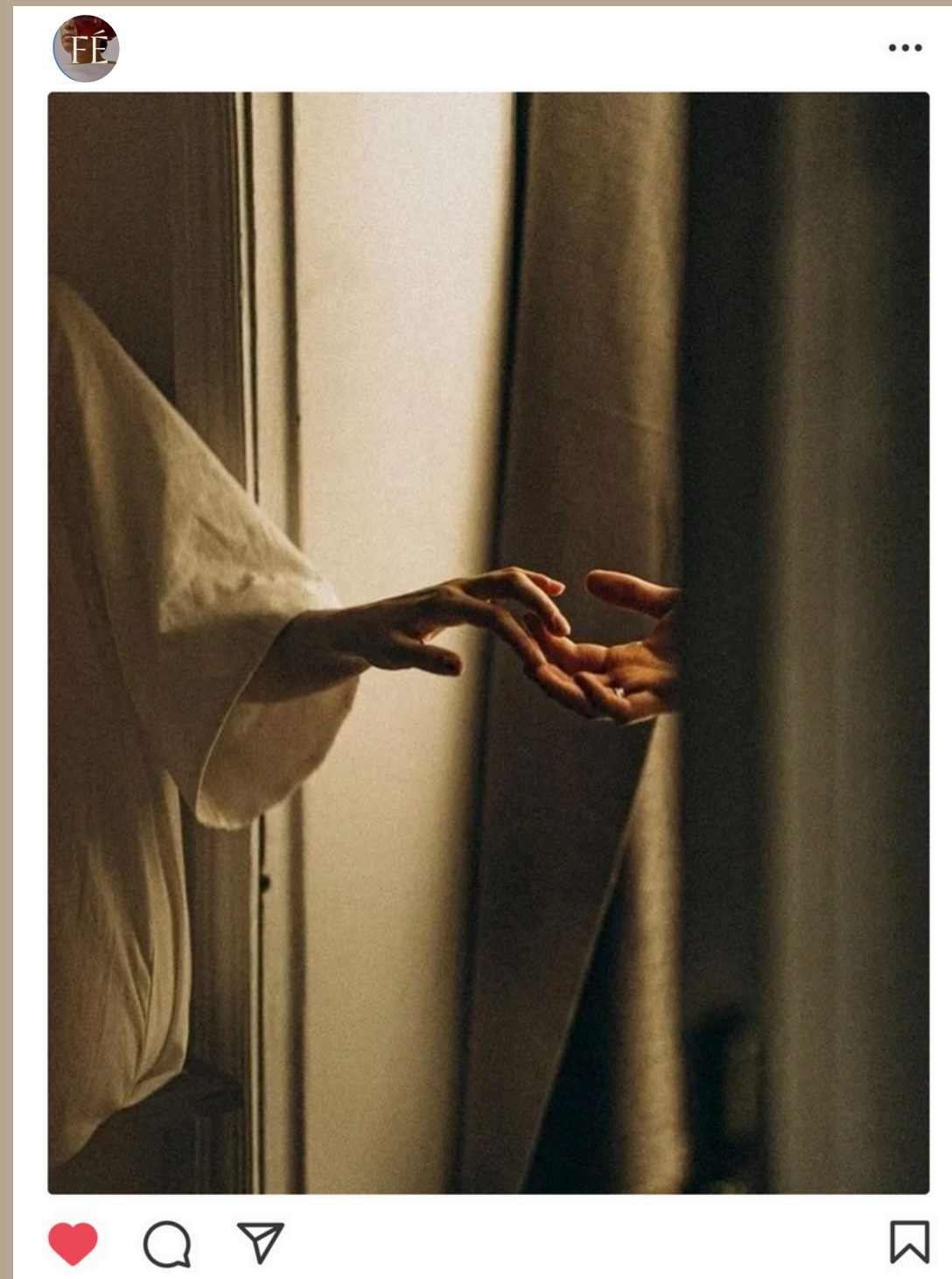
- Add mentor voiceover Reels
- Use soft, collage-style moodboards in posts
- Story Highlight Archive: “Mentor ..?..” - a hook

### FÉ Fridays

- Handwritten-style quotes + mentor/mentee images
- Behind-the-scenes Reels (“1 quote, 1 feeling”)
- Use mentee voiceovers reading their quotes

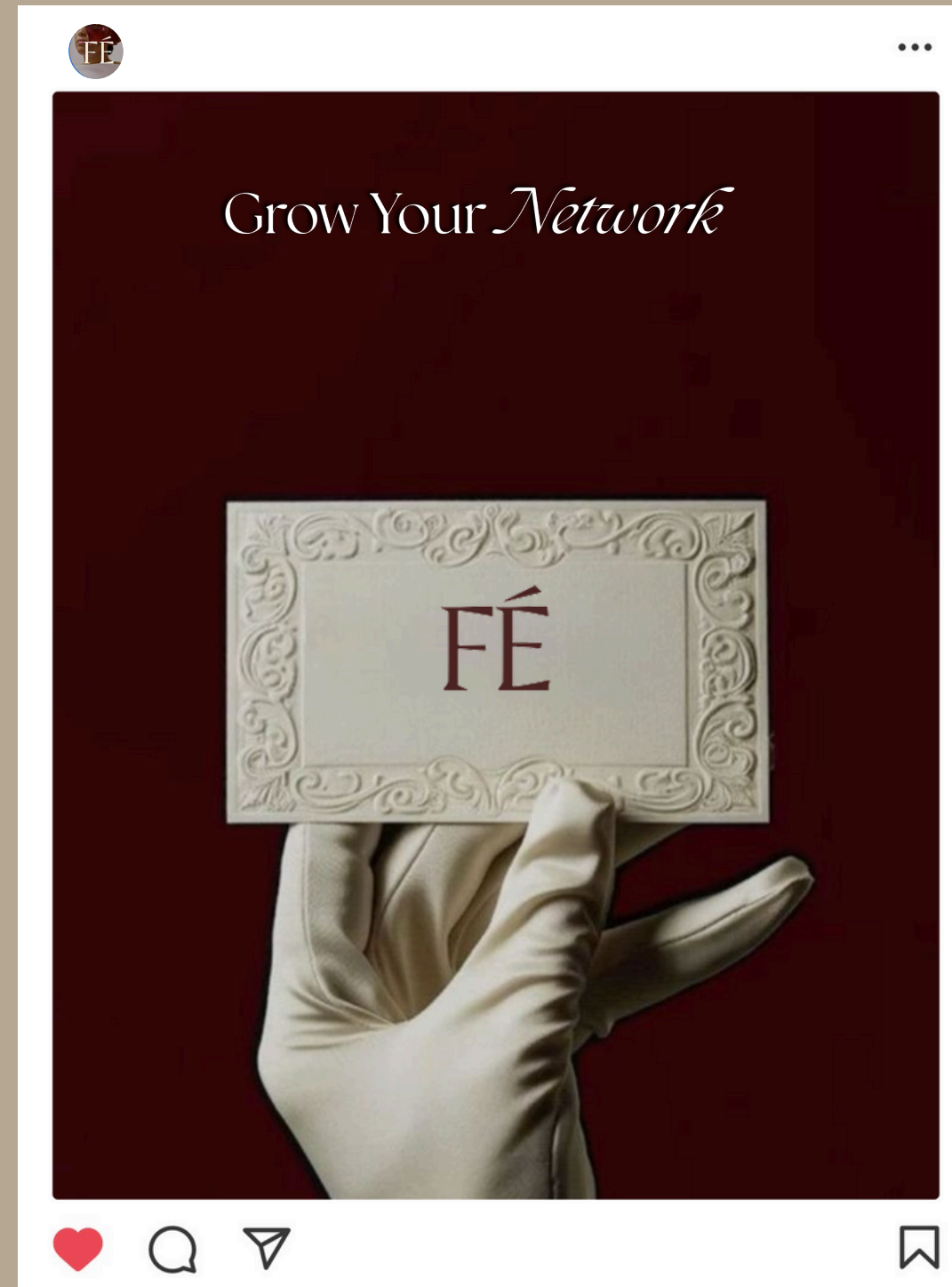
# From Stories to Strategy

## MoodBoard



# From Stories to Strategy

## MoodBoard



From Stories to Strategy  
Trends

Great for  
Instagram as well

Great for  
Mentorship  
Misconceptions

Platform	Trend / Format	Use for FÉ...
IG Reels	“Tell me without telling me”	FÉ Friday Mentor emotion, tips
IG Stories	“This or That” / myths polls	Mentorship misconceptions
LinkedIn	Carousel storytelling	Ask a Mentor Mondays: mentor lessons
Audio	Calm piano & voiceovers	FÉ Fridays: mentee quotes over visuals