

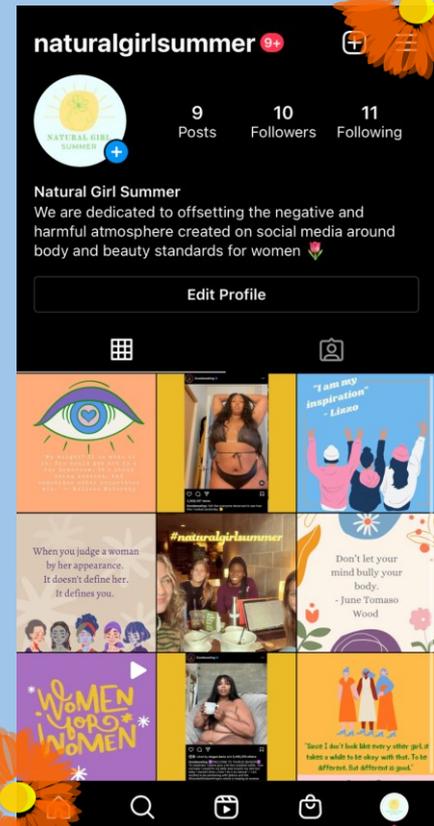
# Beauty and Bodies: Social Media Campaign

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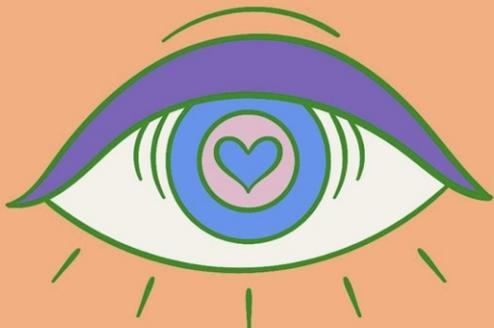
# #NaturalGirlSummer Campaign

- ❖ Natural Girl Summer is a campaign created to offset the negative and harmful atmosphere created on social media centered around beauty and body standards for women.
- ❖ We want to promote body positivity for *everyone*, as everyone's natural body is beautiful.
- ❖ For now, our campaign is meant to reach women in particular, but we would like to expand this to reach other groups of people as well.





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"My weight? It is what it is. You could get hit by a bus tomorrow. It's about being content. And sometimes other priorities win." — Melissa McCarthy



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naturalgirlsummer #naturalgirlsummer #bodypositivity #loveyourself #bodypositive #summerbody

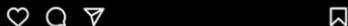
4 days ago



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lizzobeating



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lizzobeating WELCOME TO TAURUS SEASON To celebrate I wanna give y'all this unedited selfie. now normally I would fix my belly and smooth my skin but baby I wanted show u how I do it au natural — I am excited to be partnering with @dove and the #DoveSelfEsteemProject which is helping to reverse the negative effects of social media and changing the conversation about beauty standards. Let's get real y'all



Liked by krissywestmiller and 2 others

naturalgirlsummer lizzo is our biggest inspiration for our group, always encouraging people to be proud of their true selves! #naturalgirlsummer #bodypositivity #loveyourself #bodypositive #summerbody

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"I am my inspiration"  
- Lizzo



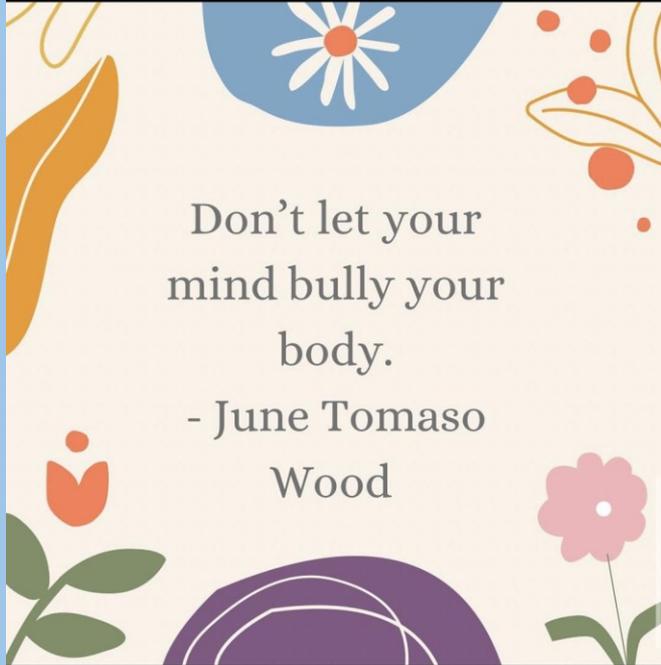
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naturalgirlsummer alexa play "water me" by lizzo #naturalgirlsummer #bodypositivity #loveyourself #bodypositive #summerbody

April 30



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Don't let your  
mind bully your  
body.

- June Tomaso  
Wood



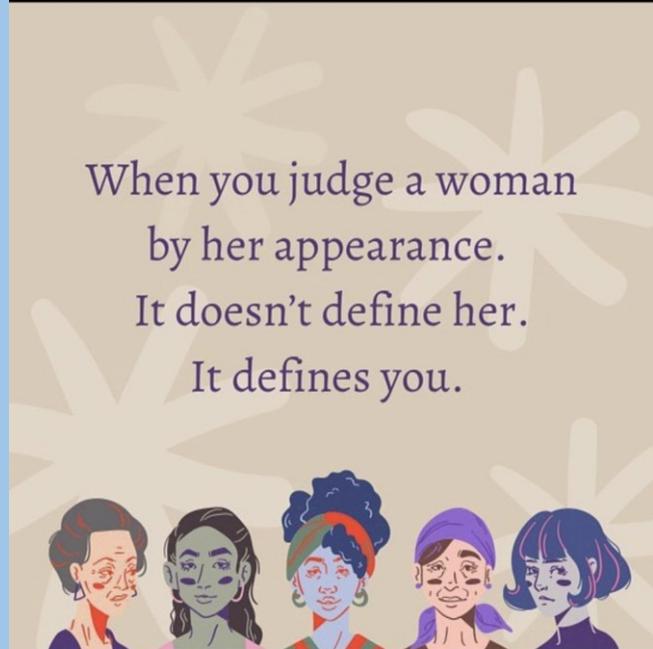
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**naturalgirlsummer** #naturalgirlsummer #bodypositivity  
#loveyourself #bodypositive #summerbody

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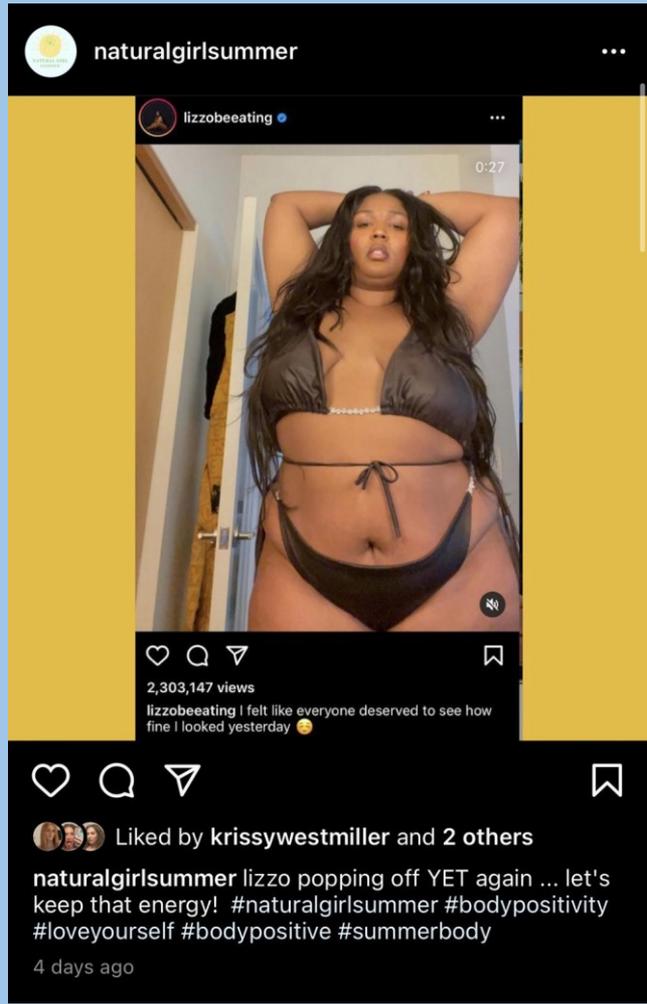
When you judge a woman  
by her appearance.  
It doesn't define her.  
It defines you.



Liked by krissywestmiller and 2 others

**naturalgirlsummer** women support women  
#naturalgirlsummer #bodypositivity #loveyourself  
#bodypositive #summerbody

4 days ago



# Conclusion

We think it's important that #naturalgirlsummer is just the beginning of a body positivity movement, and that everyone should feel not only comfortable in their own skin, but *proud* of it. We hope that in the future, we can reclaim social media as an inclusive and supportive space.

Follow us [@naturalgirlsummer](https://www.instagram.com/naturalgirlsummer) on Instagram!

PDF





*Thank you!*



*Questions? Feel free to ask.*