

SOCIAL MEDIA CALENDAR

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | GOAL OF THE WEEK |
|-----------|--------------|---|---|---|---|---|
| INSTAGRAM | <p>TOPIC</p> | <p>TOPIC</p> <p>- at 12 A.M. - come up with a slogan and put it in our bio - create a post to tell people "Who are we?". Adding visuals</p> | <p>TOPIC</p> <p>- at 12 A.M. - a welcome post, to welcome the internationals in the Netherlands</p> | <p>TOPIC</p> | <p>TOPIC</p> <p>- at 12 A.M. - reate a post to tell people "Why do we exist?". Adding visuals. And how can. we help you</p> | <p>13.03 - 19.03</p> <p>This week we will post our introductory content. First impression of our brand.</p> |
| FACEBOOK | <p>TOPIC</p> | <p>TOPIC</p> <p>- at 12 A.M. - come up with a slogan and put it in our bio- create a post to tell people "Who are we?". Adding visuals</p> | <p>TOPIC</p> <p>- at 12 A.M. - a welcome post, to welcome the internationals in the Netherlands</p> | <p>TOPIC</p> | <p>TOPIC</p> <p>- at 12 A.M. - create a post to tell people "Why do we exist?". Adding visuals</p> | |
| LINKEDIN | <p>TOPIC</p> | <p>TOPIC</p> <p>- at 10 A.M. - Come up with a slogan and put it in our bio- create a post to tell people "Who are we?". Adding visuals</p> | <p>TOPIC</p> <p>- at 10 A.M. - create a post to tell people "Why do we exist?". Adding visuals</p> | <p>TOPIC</p> <p>- at 10 A.M. - a post about what we provide- help with finance, housing, finding a job, etc</p> | <p>TOPIC</p> | |



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| INSTAGRAM | <p>TOPIC</p> | <p>TOPIC</p> <p>- at 12 A.M. - create a post to tell people "What our brand believes in?" and "What are our goals?"</p> | <p>TOPIC</p> <p>- at 12 A.M. - Make a post in which we let people know that we are easily accesable. We can be your friend in need :)</p> | <p>TOPIC</p> | <p>TOPIC</p> <p>- at 12 A.M. - 3 tips to make your housing feel like home</p> | <p>20.03 - 26.03</p> <p>This week we will post about our brand vision.</p> |
| FACEBOOK | <p>TOPIC</p> | <p>TOPIC</p> <p>- at 12 A.M. - create a post to tell people "What our brand believes in?" and "What are our goals?"</p> | <p>TOPIC</p> <p>- at 12 A.M. - Make a post in which we let people know that we are easily accesable. We can be your friend in need :)</p> | <p>TOPIC</p> | <p>TOPIC</p> <p>- at 12 A.M. - 3 tips to make your housing feel like home</p> | |
| LINKEDIN | <p>TOPIC</p> | <p>TOPIC</p> <p>- at 10 A.M. - create a post to tell people "What our brand believes in?" and "What are our goals?"</p> | <p>TOPIC</p> <p>- at 10 A.M. - Make a post in which we let people know that we are easily accesable. We can be your friend in need :)</p> | <p>TOPIC</p> <p>- at 10 A.M. - 3 tips to find a job in the Netherlands</p> | <p>TOPIC</p> | |



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| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
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| INSTAGRAM | TOPIC | - at 12 A.M. - a post about "why should you TRUST us?" | - at 12 A.M. - a post about 'Red flags when you are trying to find a place' | TOPIC | - at 12 A.M. - a post about inclusion and belonging. We can post 3 parties |
| FACEBOOK | TOPIC | - at 12 A.M. - a post about "why should you TRUST us?" | - at 12 A.M. - a post about 'Red flags when you are trying to find a place' | TOPIC | - at 12 A.M. - a post about inclusion and belonging. We can post 3 parties |
| LINKEDIN | TOPIC | Post 10 A.M. - a post about "why should you TRUST us?" | - at 10 A.M. - a post about 'Red flags when you are trying to find a place' | - at 10 A.M. - a post about expanding your network, finding communities, clubs, organizations | TOPIC |

GOAL OF THE WEEK

27.03 - 02.04

This week we will post about a part of our brand's values



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| INSTAGRAM | TOPIC | - at 12 A.M. - a post about laws you should keep in mind when you come here | - at 12 A.M. - a post about how to save money, or how to spend money smart in the Netherlands | TOPIC | - at 12 A.M. - a post about how to register as a citizen in the Netherlands, where to go, who to call, etc |
| FACEBOOK | TOPIC | - at 12 A.M. - a post about laws you should keep in mind when you come here | - at 12 A.M. - a post about how to save money, or how to spend money smart in the Netherlands | TOPIC | - at 12 A.M. - a post about how to register as a citizen in the Netherlands, where to go, who to call, etc |
| LINKEDIN | TOPIC | Post 10 A.M. - at 12 A.M. - a post about laws you should keep in mind when you come here | - at 10 A.M. - a post about how to save money, or how to spend money smart in the Netherlands | - at 10 A.M. - a post about how to register as a citizen in the Netherlands, where to go, who to call, etc | TOPIC |

GOAL OF THE WEEK

03.04 - 09.04

This week we will post the second part of our brand's values.



SOCIAL MEDIA CALENDAR



| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
|-----------|--------|--|--|---|---|
| INSTAGRAM | TOPIC | TOPIC - at 12 A.M. - things to consider on first arrival | TOPIC - at 12 A.M. - more information about health insurance | TOPIC | TOPIC - at 12 A.M. - documents you need to take with you before coming to the Netherlands (translated to English if needed) |
| FACEBOOK | TOPIC | TOPIC - at 12 A.M. - things to consider on first arrival | TOPIC - at 12 A.M. - more information about health insurance | TOPIC | TOPIC - at 12 A.M. - documents you need to take with you before coming to the Netherlands (translated to English if needed) |
| LINKEDIN | TOPIC | TOPIC - at 10 A.M. - things to consider on first arrival | TOPIC - at 10 A.M. - more information about health insurance | TOPIC - at 10 A.M. - documents you need to take with you before coming to the Netherlands (translated to English if needed) | TOPIC |

GOAL OF THE WEEK

10.04 - 16.04

This week's post is about what our customers have to gain from us.

