

April						
Ma	Di	Wo	Do	Vr	Za	Zo
27	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

Week	Datum	Day	Platform	time	Content type	Caption	
Week	Date	Day	Platform	time	Content type	content discription	
Week 9	14-04-2025	mon	Instagram				
	15-04-2025	tue	Instagram				
	16-04-2025	wed	Instagram				
	17-04-2025	thu	Instagram	12:00 PM	Picture post	Post with list of dates of festivals where we will be with our brand. This post is pinned so it stays at the top of our account and people can see immediatly when we are at what festival.	
	18-04-2025	fri	Instagram				
	19-04-2025	Sat	Instagram				
	20-04-2025	Sun	Instagram				
Week 10	21-04-2025	Mon	Instagram	12:00 PM	Reel	Asking people in the city centre of breda for their favorite rocks songs. After add those again to the GenRgy playlist.	
	22-04-2025	tue	Instagram	12:00 PM	carousel	A "did you know that" post with fun facts about rock music and the origin.	
	23-04-2025	wed	Instagram				
	24-04-2025	thu	Instagram	12:00 PM	Reel	video where we ask the team what they value most within the rock community	
	25-04-2025	fri	Instagram				
	26-04-2025	Sat	Instagram				
	27-04-2025	Sun	Instagram				
Week 11	28-04-2025	Mon	Instagram	12:00 PM	Reel	video 1 of battle. contestent generation Z is guessing rock songs. video should be under 1,5 minutes.	
	29-04-2025	Tue	Instagram	12:00 PM	Reel	Video 2 of the battle, contestant generation X is guessing songs. video should be under 1,5 minutes.	
	30-04-2025	Wed	Instagram				
	01-05-2025	thu	Instagram	12:00 PM	Carousel	releasing different flavour options for our energy drink, people can vote in the comments what drink they want use to produce next	
	02-05-2025	fri	Instagram				
	03-05-2025	Sat	Instagram				
	04-05-2025	sun	Instagram				
Week 12	05-05-2025	mon	Instagram	12:00 PM	Reel	Walking around breda asking people the question; Who was the best rock artist you saw live.	
	06-05-2025	tue	Instagram	12:00 PM	picture post	A post where we announce that we organized a GenRgy evnent in a bar, where people can come and join us. we listen to different rock bands and the event is all about making new connections with other generations.	
	07-05-2025	wed	Instagram				
	08-05-2025	thu	Instagram	12:00 PM	Reel	A day in a life of the GenRgy team at a festival, showing what we do with our brand while on a festival.	
	09-05-2025	fri	Instagram				
	10-05-2025	sat	Instagram				
	11-05-2025	sun	Instagram				
Week 13	12-05-2025	mon	Instagram	12:00 PM	Picture post	announcing the new flavour we are going to release	
	13-05-2025	tue	Instagram	12:00 PM	Reel	interviewing people during a festival, asking what their performance their looking forward to	
	14-05-2025	wed	Instagram				
	15-05-2025	thu	Instagram				
	16-05-2025	fri	Instagram				
	17-05-2025	sat	Instagram				
	18-05-2025	sun	Instagram				