

Week	Datum	Dag	Platform	Description concept	Content type	Caption	Mock-up links							
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 5	21-03-2025	Vri	IG + FB	Welcome to GenRgy! -	Post	<p>⚡️ Introducing GenRgy! 🎶</p> <p>We're here to reignite the fire of rock across generations: blending the raw energy of classic and modern sounds to keep the music alive and LOUD. 🎶</p> <p>That's us. Now, who are you? Drop your favorite rock song in the comments!</p> <p>#genrgy #hardrock #rock #music #energy #community</p>	Logo introduction post.png							
Week 6	22-03-2025	Za	IG + FB	What to expect	Post	<p>This page is a space for hard rock fans of all generations to connect, share, and keep the energy alive. Expect:</p> <ul style="list-style-type: none"> ⚡️ A community built on rock 💬 Content that sparks real conversations 💡 A place where legends & new fans collide 👉 More about our collaboration with Red Bull <p>#genrgy #hardrock #rock #music #energav #community</p>	What to expect.mp4							
	23-03-2025	Zo	IG + FB	Values	Stories	<p>Bridging generations Fearless expression Respecting legends</p> <p>At GenRgy we value:</p>	VALUES.zip							
	24/03	Ma	IG + FB	A fun challenge where fans share photos from their first and most recent rock concerts.	Post + repost in stories with q&a sticker	<p>>Show us your rock journey! 📸</p> <p>First concert vs. latest concert, how far has your rock taste come? Drop yours in the comments, or post your pics & tag us for a chance to be featured! Let's see rock through every generation.</p>	then_vs.jpg <a ghost"="" href="https://edubuas-my.sharepoint.com/:i/g/personal/231644_buas_nl/Ee0o08BhPcZHl1ghtL4nEsB6-enKrdHkIMh_l2painsQ?e=Zf5ik </td></tr> <tr> <td data-kind=">							
	25/03	Di	IG + FB	A poll where fans choose between two iconic rock frontmen	IG stories & FB post	<p>⚡️ BATTLE OF THE LEGENDS! 🎶</p>	BATTLE OF THE LEGENDS 1.zip							
	26/03	Wo	IG + FB	GenRgy playlist	post	<p>"JOIN OUR COMMUNITY PLAYLIST" 🎵</p> <p>Rock hits different when fans come together! Drop your favorite rock song(s) in the comments; underrated bangers, timeless anthems or tracks that deserve a little more love. ❤️</p> <p>Every song will be added to the official GenRgy Spotify playlist. Stay tuned for the link! :)</p> <p>#rock #playlist #energy #genrgy #hardrock #hardrockfans #rockcommunity #community"</p>	<a ghost"="" href="https://edubuas-my.sharepoint.com/:shared/listurl=%2Fpersonal%2F231644%5Fbuas%5Fn%2FDocuments&login_hi_nt=235696%40buas%2Enl&source=waffle&id=%2Fpersonal%2F231644%5Fbuas%5Fn%2FDocuments%2FPRJ4%20BRAND%20DEVELOPMENT%20%20HARD%20ROCK%2FMarketing%2FSocial%20Media%2FMock%2Dups%2FGenRgy%20playlist%20post%2Ejpg&parent=%2Fpersonal%2F231644%5Fbuas%5Fn%2FDocuments%2FPRJ4%20BRAND%20DEVELOPMENT%20%20HARD%20ROCK%2FMarketing%2FSocial%20Media%2FMock%2Dups </td></tr> <tr> <td data-kind=">							
	27/03	Do	IG + FB	GenRgy playlist										
	28/03	Vri												

		Vri	FB	Upcoming KISS experience	Post	<p>• KISS Army, This One's for You! •</p> <p>The ultimate KISS fan experience is happening – KISS Army Storms Vegas 2025! 🎵 Join fellow fans from around the world for an unforgettable weekend filled with live music and the legendary energy of KISS.</p> <p>For 50 years, we've rocked together, lived the music and built a legendary community around the world. Whether you've been there since the beginning or just joined the family, the KISS spirit unites us all! 🎶</p> <p>From the front row to the air guitar in your bedroom, every KISS fan has a story. Drop a 🎵 in the comments if KISS has been part of your journey! Let's celebrate the music, the memories, and the unstoppable energy of the KISS Army. 🎶✿</p> <p>#rock #energy #genRgy #hardrock #hardrockfans</p>		
	29/03	Za						
	30/03	Zo						
	31/03	Ma						
Week 7	01-04-2025	Di	IG + FB	True or False: rock edition	Post	<p>🎵 True or False: Rock Edition! 🎶</p> <p>How well do you know your rock facts? Some of these are mind-blowing... but are they true?</p> <p>How many did you get right? Let us know in the comments! 🤔</p> <p>#genrgy #rock #hardrock #community #trueorfalse</p>	<p>Instagram post.pdf</p> <p>https://edubuas-my.sharepoint.com/:g/personal/231644_buas_nl/ERR10JwNdlVKB8z7Org1EBOrSvBC_Ho2D89afobfFX3q?nav=ev,jZwZlcnJhbEluZm8jOnsicVmZXJyYWx8chA0JUpbmVeom12ZUZvckJ1c2luZXNzliwcmVmZXJyYWx8chBQbGF0Zm9ybSi6id1rlslnJz2mVycmFsTW9kZS16n2pZXGtCJzjZWZlcnJhbFZpZXcijOJNeUZpbGVzTGlua0NvcHkfX0&e=hIWr04</p>	
	02-04-2025	Wo	IG + FB	What's your favorite rock song interview	Reels	<p>We asked people for their favorite rock anthems! Ready to rock out? Listen to our GenRgy playlist! Link in bio 🎵</p> <p>#music #hardrock #rock #genrgy #energy #playlist #community</p>		
	03-04-2025	Do	IG + FB	GenRgy playlist stories	Stories	<p>⚡ GenRgy x Red Bull – Fuel the Legacy ⚡</p> <p>Hard rock is energy; the pulse of the music, the fire of the crowd. That's why we teamed up with Red Bull to create a hard rock-inspired energy drink, made for those who live and breathe rock. 🎵</p> <p>This drink isn't just about keeping you fueled. It's about keeping the spirit of rock alive. It's for the fans who go all night at the gigs, for the ones who live for the next legendary anthem, and for every generation that carries the torch.</p> <p>Because rock isn't just music, it's a way of life. And now, it has a taste.</p> <p>#genrgy #energydrink #rock #hardrock #community #music</p>		
	03-04-2025	Vri	IG + FB	Introducing energy drink	Post	<p>🎵 START OFF THE FESTIVAL SEASON 🎵</p> <p>The spring has begun and the sun is out, that means the festival season is about to start!! ☀️</p>		
	05-04-2025	Za	IG + FB	Question: What is your dream festival line-up?	Post	<p>Behind every project is a solid team and a killer playlist! Meet the GenRgy crew and our favorite rock bands. 🎶</p> <p>#GenRgy #team #community #rock #hardrock</p>		
	06-04-2025	Zo	IG + FB					
	07-04-2025	Ma	IG + FB					
	08-04-2025	Di	IG + FB	Ask the team - favorite rock band	Reel	<p>This summer, you can spot us at various festivals, with our bright colors, you won't be able to miss us. 🎵☀️</p> <p>Come meet us to try our drink and connect with each other. 🎶✿</p> <p>#hardrock #rock #community #GenRgy #festival</p>	<p>Ask the team.mp4</p> <p>https://edubuas-my.sharepoint.com/:g/personal/231644_buas_nl/EThbk_Kb5xFJjO4XlajiryQBQltJyXPSeNNvFO1ZOLozJA?e=aBF38W</p>	
	09-04-2025	Wo	IG + FB	GenRgy at festivals - GenRgy stand to meet and connect	Post			

Week 8	10-04-2025	Do	IG + FB	Explaining why our drink is a healthier alternative	Post	<p>GenRgy x RedBull is made for those who want energy without the extra sugar.</p> <p>A healthier alternative to your usual energy drink: less sweet, easier to sip, but still delivers the boost you need. Perfect for festivals, long days, or anytime you want to stay sharp without the crash! ☕</p>	https://edubuas-my.sharepoint.com/:g/personal/231644_buas_nl/ESRxShT1cVLS2:HiwJN28EBQ_af3tw9JkWytFPT2ORDiQ?e=vl4T5Z
	11-04-2025	Vri	IG + FB	Part 1 Mark	Reel	<p>Who can guess the most rock songs? 🎵</p> <p>Our first contestant is Mark Mc Innis. Will it be enough to beat his component?</p> <p>Come back on Monday to see who has the courage to battle against Mark! 🙌</p>	https://edubuas-my.sharepoint.com/:v/g/personal/231644_buas_nl/EWPcSKeyN1Pkb12kl7mswABOvLiQAMUzmXsp5IB_IxEQ?nav=eyJzZWlcnjhEluZm8iOnsicmVmZXJlyyWxBchA0iJPhmVEcmI2ZUZvckJ1c2luZXNzliwicmVmZXJlyyWxBchBQbGF0Zm9ybSI6ldiyilslnJzmlVycmFsTW9kZSl6hZpZXiLCJyZWLcnjhbfZpZXciOIJNeUZpbGVzTGlua0NvcHkrX0&e=phH2tb
	12-04-2025	Za	FB	Bruce Springsteen brings out album	Post	<p>💡 Bruce is back! And this one's for every generation of fans. On June 27, Springsteen releases 7 lost albums with 83 unreleased tracks recorded between 1983 and 2018. First single Rain In The River is out now! 🎵</p> <p>Whether you've been with The Boss since Born to Run or just discovering his magic; this is a moment for all rock lovers to come together.</p> <p>👉 Tag a fellow fan, from a different generation, who needs to hear this!</p>	
	13-04-2025	Zo	IG + FB			#Springsteen #GenRgy #rock #hardrock #community	
	14-04-2025	Ma	IG + FB	Part 2 Greta	Reel	<p>💡 ROCK BATTLE 💡</p> <p>Who can guess the most rock songs? 🎵</p> <p>Up against Mark is Greta!! Can she beat mark?</p>	Reel greta 3.mp4
Week 9	15-04-2025	Di	IG + FB	Question:	Post	<p>Are you front row for Queen at Live Aid? In the pit for Nirvana in a smoky club? Or living it up at a future Foo Fighters reunion? Drop your dream gig below! 🎶 🎶</p> <p>#hardrock #rock #community #GenRgy #energy #festival #band #music #generations</p>	Question 2