

## 14 DAYS CONTENT CALENDAR FOR AKUKOM

Week 1: The content shared during the first week will prioritize building brand awareness and educating our audience about the importance of preserving cherished family memories.

Week 2: We will launch a campaign centered around mothers, strategically engaging our audience and encouraging participation in anticipation of Mother's Day.

Day	Content Style	Content Detail	Goal	Platform
1	Carousel Post	<ul style="list-style-type: none"> <li>- Why are we here?</li> </ul> <p>To foster a World where family culture and values are treasured and creatively preserved.</p> <ul style="list-style-type: none"> <li>- What are we doing?</li> </ul> <p>The Akukom brand exists "to inspire the world to create deeper connections</p> <ul style="list-style-type: none"> <li>- How are we doing it?</li> </ul> <p>To deliver treasured and authentic life story documentaries designed to preserve the unique perspectives of our customers and create seamless, enjoyable and unforgettable Experiences</p>	Introducing Akukom's mission and vision.	Instagram, Facebook, Twitter
2.	Infographic	<p>Poll: "How often do you document your family's special moments?"</p> <p>Options:</p> <ul style="list-style-type: none"> <li>a) Regularly, I capture everything</li> <li>b) Occasionally, for major events</li> <li>c) Rarely, I don't document much</li> </ul>	Gather insights into user habits.	Instagram, Facebook, Twitter

3.	Carousel	<p><b>Need to preserve your family history? swipe</b></p> <p><b>Start with the Basics:</b> Begin by gathering essential information such as names, dates, and locations of family members. This groundwork forms the foundation of your family tree and makes further research easier.</p> <p><b>Capture Oral Histories:</b> Record oral histories from older relatives to preserve valuable family stories and memories. These firsthand accounts provide unique insights into your family's past. With Akukom, you can easily create documentary-style videos that immortalize these cherished stories for future generations.</p> <p><b>Digitize Photos and Documents:</b> Preserve old photographs, letters, and documents by digitizing them. This ensures their longevity and makes sharing and preserving them easier. Akukom's platform allows you to seamlessly integrate these digitized materials into your family history documentaries, adding depth and authenticity to your storytelling.</p>	
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		<p><b>Document Special Traditions and Recipes:</b> Don't forget to document special family traditions, recipes, and customs that make your family unique. These elements are integral parts of your family's identity and should be preserved for future generations to cherish.</p> <p><b>Share and Preserve Regularly:</b> Make family history preservation a regular practice by consistently adding new information and updates. Encourage family members to contribute their own stories, photos, and memories to enrich the collective family history. With Akukom, you can collaborate with family members in real-time, ensuring everyone's contributions are valued and preserved for years to come.</p> <p>Call to Action:</p> <p>Don't let your family's stories fade away – preserve them with Akukom for generations to come. Click on the link to join the waiting list.</p>		
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4.	Reel	Reel showcasing heartwarming moments from various family celebrations, with a call to action to use Akukom to preserve similar memories.	Build emotional connection with audience	FB, IG, Twitter
5.	Carousel	<p>Your Family Memories vs Akukom</p> <p>Slide 1: Timeless Moments: Have memories from every wedding, birthday, baby showers, family reunion and traditions all in one place.</p>	<p>Brand Awareness</p> <p>Promote Akukom for special occasions</p>	FB, IG, Twitter
		Slide 3: Graduation Glory: Preserve the excitement, bond and smiles of high school and college graduations with Akukom's innovative storytelling.		
		Slide 4: Memorable Milestones: The joy of special moments! your first job, moving to a new city, got a promotion! Keep your family updated and the bond intact		
6.	Poll	<p>Poll: "What's your favorite way to celebrate family milestones?</p> <p>a) Photos/videos</p> <p>b) Scrapbooking</p> <p>c) Digital archives</p> <p>d) Other"</p>	Gather insights and encourage engagement	FB, IG, Twitter
7.	Motion video	Showcasing the features of Akukom's platform.	Build interest	FB, IG, Twitter

8.	Carousel Post.	<p><b>5 key benefits of using Akukom for family history preservation:</b></p> <p><b>Seamless Multimedia Integration:</b> Akukom allows you to seamlessly integrate various multimedia elements such as photos, videos, documents, and audio recordings into your family history projects. This comprehensive approach ensures that all aspects of your family's story are preserved and presented in a captivating and engaging manner.</p> <p><b>Interactive Storytelling Tools:</b> With Akukom's interactive storytelling tools, you can create dynamic and immersive family history experiences for both current and future generations.</p> <p><b>Collaborative Platform:</b> Akukom provides a collaborative platform where family members can easily collaborate on preserving and sharing their family history. Whether you're working on a project together or sharing memories and stories, Akukom facilitates seamless collaboration, fostering a sense of unity and</p>	Educate	FB, IG, Twitter
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		<p>connection among family members.</p> <p><b>User-Friendly Interface:</b> Akukom features a user-friendly interface that makes family history preservation accessible to users of all ages and technical abilities. With intuitive navigation, drag-and-drop functionality, and customizable templates.</p> <p><b>Long-Term Preservation and Accessibility:</b> Akukom ensures that your family history projects are preserved for future generations to enjoy. Akukom guarantees long-term accessibility and durability, safeguarding your family's legacy for years to come.</p> <p>These key benefits of using Akukom make it an invaluable tool for preserving, sharing, and celebrating your family's history in a meaningful and impactful way</p>		
9.	Poll	<p>Poll: "Which family milestone would you most like to preserve with Akukom?"</p> <ul style="list-style-type: none"> <li>a) Wedding anniversary</li> <li>b) Birthday</li> <li>c) Graduation</li> <li>d) all of them.</li> </ul>	Gather insights and encourage engagement	FB, IG, Twitter

10	Infographic	Create a visually appealing graphic with the text: "Mother's Day is coming up! Share your favorite memory of your mom and give her a shoutout using #MomMemories #Akukomstories.	Raise awareness and encourage participation	FB, IG, Twitter
11	Poll	Poll: "What's your favorite memory with your mom? a) Cooking together b) Family vacations c) Late-night talks	Gather insights and encourage engagement	FB, IG, Twitter
12	Carousel	What's Mother called in your language?  Yoruba: Iya  Hausa: Uwa  Igbo: Nne  Edo: Iye	Community building and engagement.	FB, IG, Twitter
13	Documentary	Spotlight on Burna Boy's Mom	Community building and engagement.	FB, IG, Twitter

14	Reel	Video collage of popular Nigerian celebrities giving a shout out to their mom on different occasions	Community building and engagement.	FB, IG, Twitter
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