

15 DAYS CONTENT CALENDAR FOR AKUKOM.

Date	Platform	Content Type	Content Detail	Goal
1st April(Easter monday)	Instagram, Facebook, Twitter	<ol style="list-style-type: none"> 1. Infographics 2. Carousel 	<ol style="list-style-type: none"> 1. Countdown Day 1 2. What to expect? features of the app 	Engage with the audience.
2nd April	Instagram, Facebook, Twitter	<ol style="list-style-type: none"> 1. Infographics 2. Carousel 	<ol style="list-style-type: none"> 1. Countdown day 2 2. Who is this for? 	Create excitement for the launch.
3rd April	Instagram, Facebook, Twitter	<ol style="list-style-type: none"> 1. Infographics 2. Carousel 	<ol style="list-style-type: none"> 1. Countdown day 3 2. Why this? 	Showcase user experiences.
4th April	Instagram, Facebook, Twitter	<ol style="list-style-type: none"> 1. Infographics 2. Carousel 	<ol style="list-style-type: none"> 1. Countdown day 4 2. Interviews from Agrofood Conference. 	Provide valuable content to the audience.
5th April	Instagram, Facebook, Twitter	<ol style="list-style-type: none"> 1. Infographics 2. Carousel 	<ol style="list-style-type: none"> 1. Countdown day 5 2. A poll asking the audience about their biggest challenges in preserving family history, with 	Build excitement for the launch.

			options such as time constraints, organization difficulties, or lack of resources.	
6th April	Instagram, Facebook, Twitter	<ol style="list-style-type: none"> 1. Infographics 2. Reels 	<ol style="list-style-type: none"> 1. Countdown day 6 2. A tutorial on how to use Akukom's MVP 	Provide insight into launch prep.
7th April	Instagram, Facebook, Twitter	<ol style="list-style-type: none"> 1. Infographics 2. Live Webinar 	<ol style="list-style-type: none"> 1. Countdown day 6 2. Storytelling and Akukom's role in it. 	Engage the audience with informative content.
8th April	Instagram, Facebook, Twitter	<ol style="list-style-type: none"> 1. Infographics 2. Video 	<ol style="list-style-type: none"> 1. Countdown day 7 2. Repurposed Cinematics Interview 	Provide social proof for Akukom.
9th April	Instagram, Facebook, Twitter	<ol style="list-style-type: none"> 1. Infographics 2. Motion video 	<ol style="list-style-type: none"> 1. Countdown day 8 2. Start a series of stories providing tips and tricks for effective family history preservation using Akukom. 	Drive sign-ups for Akukom's launch.
10th April	Instagram		<ol style="list-style-type: none"> 1. Countdown Day 9 	

	,Facebook, Twitter	1. Infogr aphics	2. Who's idea was this? An interview with the creative director	
11th April	Instagram ,Facebook, Twitter	1. Infogr aphics 2. Reel	1. Countdown Day 10 2. A reel emphasizing the emotional impact of preserving family history.	
12th April	Instagram ,Facebook, Twitter	1. Infogr aphics 2. Carou sel	1. Countdown Day 11 2. Carousel of different Nigerian foods with a call to action to share a unique family recipe.	
13th April	Instagram ,Facebook, Twitter	1. Infogr aphics 2. Infogr aphic/ motio n video	1. Countdown Day 12 2. Highlight the challenges of traditional family history preservation methods and how Akukom addresses them with its innovative platform.	

14th April	Instagram ,Facebook, Twitter	1. Infogr aphics 2. Reel	1. Countdown Day 13 2. Repurposed cinematic's video	
15th April	Instagram ,Facebook, Twitter		1. Countdown Day 14 2.	