



SUMMER AT THE SLATE

WEEKS 1&2

WEEK 1

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>HAPPY NEW YEAR!</p> <p>IT'S 63 DAYS TO THE NEW YEAR.</p> <p>CAPTION: As you go into the new year, we want to think of one thing that it's 63 days to the new year!</p>	<p>Broken up design</p> <p>COPY: SUMMER IS COMING</p> <p>CAPTION: Our favorite time of the year is coming, and we can't wait to show you what we have planned for this summer at the slate.</p>	<p>Intro. Design</p> <p>COPY: SUMMER AT THE SLATE</p> <p>CAPTION: Welcome to #summerattheslate. The summer camp of your dreams is happening at The Slate Center from the 12th of July to the 27th of August 2021.</p> <p>Follow us and turn on post</p>	<p>Designs of various themes</p> <p>COPY: MEET OUR SUMMER (intro to themed summer and summer of skills)</p> <p>CAPTION: This summer at the slate, we want to take you on a ride of a lifetime. From learning about the galaxy, to evolution and appreciating your everyday superheroes, this</p>	<p>Video recap</p> <p>COPY: #flashbackfriday</p> <p>CAPTION: Let's take it all the way back. Do you remember last camp? Tell us your favorite memories in the comment section!</p>

WEEK 2 (17th - 21st of May)

AY 17 th	TUESDAY 18 th	WEDNESDAY 19 th	THURSDAY 20 th	FRIDAY 21 st
	<p>ASTRO SUMMER</p> <ul style="list-style-type: none">• Intro graphic• Photograph• Video: <p>#summerattheslate</p>	<p>WAVE OF EVOLUTION</p> <ul style="list-style-type: none">• Intro graphic• Photograph• Video: <p>#summerattheslate</p>	<p>BRAVEHEARTS</p> <ul style="list-style-type: none">• Intro graphic• Photograph• Video: <p>#summerattheslate</p>	<p>Video recap</p> <p>COPY: #flashbackfr</p> <p>CAPTION: Let's take it all the back. Do you rem last camp? Tell us your favorite men the comment sect "</p>

WEEK 3 (24th - 28th May)

MONDAY 24 th	TUESDAY 25 th	WEDNESDAY 26 th	THURSDAY 27 th	FRIDAY 28 th
Information video Picture Picture summerattheslate	<ul style="list-style-type: none">Introducing culinary and dance.PicturePicture #summerattheslate	<ul style="list-style-type: none">Introducing graphics and website design.PicturePicture	<ul style="list-style-type: none">Introducing ICT and Leather works.PicturePicture	<ul style="list-style-type: none">Introducing design and photography.PictureTestimonial

WEEK 4 (31st May - 4th June) Chef Stone

MAY 31 st	TUESDAY 1 st	WEDNESDAY 2 nd	THURSDAY 3 rd	FRIDAY 4 th
ess who's coming summer contest. houette and hints. mp Picture rattheslate	<ul style="list-style-type: none">• Staff promo video• Picture• Picture #summerattheslate	<ul style="list-style-type: none">• Announce contest winners• Reveal guest and amount I announce IG LIVE.• Picture	<ul style="list-style-type: none">• IG LIVE flyer• Picture• Celebrity unboxing	<ul style="list-style-type: none">• Testimonial.• Picture• IG LIVE post

WEEK 5 (7th June -11th June) George Okoro

MAY 7 th	TUESDAY 8 th	WEDNESDAY 9 th	THURSDAY 10 th	FRIDAY 11 th
• Announce who's coming summer contest. • Picture ouette and hints. • Picture mp Picture rattheslate	<ul style="list-style-type: none">Staff promo videoPicturePicture #summerattheslate	<ul style="list-style-type: none">Announce contest winnersReveal guest and amount I announce IG LIVE.Picture	<ul style="list-style-type: none">IG LIVE flyerPictureCelebrity unboxing	<ul style="list-style-type: none">Testimonial.PictureIG LIVE poster

WEEK 6 (14th June - 18th June) Kaffy or White Nigerian

MONDAY 14 th	TUESDAY 15 th	WEDNESDAY 16 th	THURSDAY 17 th	FRIDAY 18 th
<p>ess who's coming summer contest.</p> <p>houette and hints.</p> <p>mp Picture rattheslate</p>	<ul style="list-style-type: none"> • Staff promo video • Picture • Picture #summerattheslate 	<ul style="list-style-type: none"> • Announce contest winners • Reveal guest and amount I announce IG LIVE. • Picture 	<ul style="list-style-type: none"> • IG LIVE flyer • Picture • Celebrity unboxing 	<ul style="list-style-type: none"> • Testimonial. • Picture • IG LIVE post

WEEK 7 (21st - 25th June)

MONDAY 21 st	TUESDAY 22 nd	WEDNESDAY 23 rd	THURSDAY 24 th	FRIDAY 25 th
et the team eo ntdown ure rattheslate	<ul style="list-style-type: none">• UNIDENTICAL DUO unboxing.• Countdown• Picture #summerattheslate	<ul style="list-style-type: none">• Behind the scenes• Countdown• Picture	<ul style="list-style-type: none">• Unboxing• Countdown• Picture	<ul style="list-style-type: none">• Behind the s• Countdown• Testimonial

WEEK 8 (28th - 2nd July)

MONDAY 28 th	TUESDAY 29 th	WEDNESDAY 30 th	THURSDAY 1 st	FRIDAY 2 nd
Information clip (15-seconds) Picture Picture attheslate	<ul style="list-style-type: none">Meet the teamPicturePicture #summerattheslate	<ul style="list-style-type: none">Meet the teamPicturePicture	<ul style="list-style-type: none">Meet the teamPicturePicture	<ul style="list-style-type: none">Meet the teamPictureTestimonial

WEEK 9 (5th July - 9th July)

MONDAY 5 th	TUESDAY 6 th	WEDNESDAY 7 th	THURSDAY 8 th	FRIDAY 9 th
<p>Camp countdown video</p> <p>Structure</p> <p>Structure</p> <p>#summerattheslate</p>	<ul style="list-style-type: none">• Camp countdown video• Facilitator• Facilitator <p>#summerattheslate</p>	<ul style="list-style-type: none">• Camp countdown video• Facilitator• Facilitator <p>#summerattheslate</p>	<ul style="list-style-type: none">• Camp countdown video• Facilitator• Facilitator <p>#summerattheslate</p>	<ul style="list-style-type: none">• Camp countdown video• Facilitator• Facilitator <p>#summerattheslate</p>