

**SOCIAL MEDIA CALENDAR FOR THE SLATE CENTER CHRISTMAS CAMP (week 1- week 6).**

**WEEK 1 (31<sup>st</sup> October 2022 - 5<sup>th</sup> November 2022).**

DAYS	CONTENT STYLE	PLATFORM	CONTENT DETAILS (Copy, caption, synopsis)	POSTING TIME
<b>MONDAY</b> 31 <sup>st</sup> oct, 2022	<b>1. GRAPHICS</b>	ALL PLATFORMS Instagram, Facebook Twitter	Happy new week! <b>Caption:</b> we have some exciting news to share with everyone within the week! <b>Follow us and turn on post notification!</b>	10:00 am
<b>TUESDAY</b> 1 <sup>st</sup> Nov, 2022	<b>1. Graphics</b>	ALL PLATFORMS Instagram, Facebook Twitter	Happy new month! <b>Copy:</b> Christmas is coming! <b>Caption:</b> Our favorite season of the year is quickly approaching, and we are overjoyed! Additionally, we are eager to share with you what we have in store for this Christmas at the Slate. #christmasatslate	10:00 am
	<b>2. VIDEO</b>	Instagram, Facebook Twitter	Highlight a video that talks about who TSC is and what happens at the slate center, and the previous Christmas camp activities. #christmasatslate	2:00pm
<b>WEDNESDAY</b> 2 <sup>nd</sup> Nov, 2022	<b>1. GRAPHICS</b>	Instagram Facebook Twitter	<b>Copy:</b> 30 Days to Christmas! <b>Caption:</b> Christmas is a highly important holiday and the time of year when people give and share. The Christmas season is a favorite time of year for everyone, including the Slate Center! #christmasatslate	10:00pm
	<b>2. GRAPHICS ( iGame)</b>	Instagram Facebook. Twitter	<b>Copy:</b> Guess the theme for 2022's #christmastatslate <b>Caption:</b> Every year, the slate center, with a specific theme hosts a fun and educational Christmas camp that keeps children engaged and helps them develop social, creative, and critical thinking skills. This year will be no exception! For this year, we have another exciting Christmas Camp theme. But before we make that official, we'd like everyone to guess! #christmasatslate	2:00pm

<b>THURSDAY</b> 3 <sup>rd</sup> Nov, 2022	<b>1. CAROUSEL</b>	Instagram Facebook Twitter(collage)	<b>Caption:</b> Here are five reasons why you should not miss #christmasattheslate. This year!	11:00pm
	<b>2. IMAGES</b> (a slide of <b>tb</b> images from past camp)	Instagram Facebook Twitter(collage)	<b>Copy:</b> #throwbackthursday <b>Caption:</b> Let's take it all back. Do you remember last Christmas camp? What's your favorite memory from the last camp? Drop your replies in the comment section. #christmasatslate	4:00pm
<b>FRIDAY</b> 4 <sup>th</sup> Nov, 2022	<b>1. GRAPHICS</b>	Instagram Facebook Twitter	<b>Copy:</b> Theme Reveal for 2022 Christmas camp at slate. (Intro to the general christmas camp (follow the stars) <b>Caption:</b> The synopsis written for the theme (Follow the stars) will make the caption. #christmasatslate	11:00am
	<b>GRAPHIC &amp; 2. CAROUSEL</b> (design of the various daily themes)	Instagram Facebook Twitter(collage)	<b>Copy:</b> Daily theme reveal (the theme for the 7 days) <b>Caption:</b> Introducing our christmas themes! We are confident that #ChristmasatSlate will be a fun and educational experience!	2:00pm
<b>SATURDAY</b> 5 <sup>th</sup> Nov, 2022.	<b>1. VIDEO.</b> (Main promotional video)  This video will cover: - Past Christmas camp videos and activities. - Testimonials -activities they would carry out every day. - date of the camp and venue.	<b>ALL PLATFORMS</b>	<b>Copy:</b> Christmas at the slate. <b>Caption:</b> Welcome to christmasattheslate. The Christmascamp of your dreams will be held at the Slate Center from December 12 through December 20, 2022. If there is anywhere you should be within the time period described above, it should be at #ChristmasattheSlate.	10:00am

**WEEK 2 (7<sup>TH</sup> -12<sup>TH</sup> NOVEMBER)**

DAYS	CONTENT STYLE	PLATFORM	CONTENT DETAILS (Copy, caption, synopsis)	POSTING TIME
<b>MONDAY</b> 7 <sup>TH</sup> NOV, 2022	<b>1. GRAPHICS</b>	ALL PLATFORMS	Happy new week!	10:00 am
	<b>2. CAROUSEL</b>	Instagram, Facebook Twitter	Introduce Day one theme “Christmas ornament” (carousel showing different Christmas decorations) <b>Caption:</b>	
<b>TUESDAY</b> 8 <sup>TH</sup> Nov, 2022	<b>1. Graphics</b>	ALL PLATFORMS Instagram, Facebook Twitter	Elaborate more on the “Christmas ornament theme” Extract from synopsis of “Christmas ornament” theme to make graphics.  <b>Caption:</b> synopsis (Christmas ornament)	10:00 am
<b>WEDNESDAY</b> 9 <sup>TH</sup> Nov, 2022	<b>1. VIDEO</b>	Instagram Facebook Twitter	Testimonials (Part 1)  Compile Children’s testimonial from past Christmas camps.  #christmasatslate	11:00am
<b>THURSDAY</b> 10 <sup>TH</sup> Nov, 2022	<b>2. PICTURE SLIDE</b>	Instagram Facebook Twitter	Throwback to past camp activities #christmasatslate <b>Caption:</b> Let’s take all back to the last camp. Do you remember the last camp? Tell us your favourite memory from the last camp in the comment section.	2:00pm
<b>FRIDAY</b> 9 <sup>TH</sup> 11 <sup>TH</sup> Nov, 2022	<b>2. VIDEO</b>	Instagram Facebook Twitter	Two Influencer videos posted on their page and reposted on ours.	2:00pm

12 <sup>TH</sup> SATURDAY	1. VIDEO	Instagram Facebook Twitter	<p><b>Introduce Day Twos theme</b> ("Friendship Day" )</p> <p>The video of Anya and Kiki playing at the fountain will be used.</p> <p><b>Caption:</b> Nothing embodies the spirit of Christmas more than true friendship.This theme highlights the essence of friendship and how it relates to Christmas.Hence, campers will be exposed to how friendships can be further built and also find fun ways to celebrate Christmas with friends. #christmasattheslate</p>	9:00am
SUNDAY. 13 <sup>TH</sup> NOV	1. GRAPHICS (Extract from synopsis)	ALL PLATFORMS	<p><b>Copy:</b> Friendship at Christmas</p> <p><b>Caption:</b> synopsis written for (Friendship day will be used as caption and will be used to make the graphics )</p>	12:00pm

WEEK 3 (14<sup>th</sup> – 20<sup>th</sup> November, 2022)

DAYS	CONTENT STYLE	PLATFORM	CONTENT DETAILS (Copy, caption, synopsis)	POSTING TIME
<b>MONDAY</b> 14 <sup>TH</sup> NOV. 2022	1. <b>GRAPHICS</b>	ALL PLATFORMS Instagram, Facebook Twitter	Happy new week! <b>Caption:</b>	10:00 am
	2. <b>VIDEO (Celebrity unboxing)</b>		Post the part of unboxing videos on all platforms then post part 2 on Friday. <b>COPY:</b> The essence of gifting during Christmas!	12: 00pm
<b>TUESDAY</b> 15 <sup>TH</sup> Nov, 2022	1. <b>VIDEO/PICTURES</b> (from past camps of santa giving out gifts)	ALL PLATFORMS Instagram, Facebook Twitter	Introduce Day threes Theme (Christmas Gift swap) <b>Copy:</b> Christmas Gift swap <b>Caption:</b> Christmas is all about giving and sharing. What makes it more memorable is when gifts are exchanged. Gifts have the ability to validate and support the social and emotional values of children. This is what this theme will showcase  #christmasatslate	10:00 am

<b>WEDNESDAY</b> 16 <sup>th</sup> Nov, 2022	<b>1. GRAPHICS</b> (Extracts from synopsis for day three's theme)	Instagram Facebook Twitter	<b>Copy:</b> Christmas gift swap <b>Caption:</b> Synopsis written for Christmas gift swap theme will be used as caption and be used to create graphics. #christmasatslate	10:00pm
<b>THURSDAY</b> 17 <sup>th</sup> Nov, 2022	<b>1. TESTIMONIAL</b>	Instagram Facebook Twitter(collage)	Post the part 2 testimonials(testimonial from a parent)	10:00am
<b>FRIDAY</b> 18 <sup>th</sup> Nov, 2022	<b>2. VIDEO</b> (Celebrity unboxing 2)	Instagram Facebook Twitter(collage)	Post part 2 of the celebrity unboxing video	12:00pm
<b>SATURDAY</b> 19 <sup>th</sup> Nov, 2022	<b>1. PICTURES &amp; VIDEOS</b>	Instagram Facebook Twitter	<b>Introduce the theme for day 5 (Dress like santa)</b> <b>Get Children dressed up in Santa costumes</b> <b>Copy: DRESS LIKE SANTA</b> <b>Caption:</b> This theme will serve as a fun way of welcoming campers into the festive season of Christmas. It will be exciting to see our lovelies all dressed up looking like Santa from the North	10:00 am
<b>SUNDAY</b> 20 <sup>th</sup> Nov, 2022.	<b>1. GRAPHICS</b> (from synopsis written for day 4 theme)	<b>ALL PLATFORMS</b>	<b>Copy: Dress like Santa.</b> <b>Caption:</b> Synopsis written for day fours theme ( <b>Dress like Santa</b> ) will be used for caption and graphics.	11:00am

Week 4 (21<sup>ST</sup> NOVEMBER – 27<sup>TH</sup>NOVEMBER, 2022)

DAYS	CONTENT STYLE	PLATFORM	CONTENT DETAILS (Copy, caption, synopsis)	POSTING TIME
<b>MONDAY</b> 21 <sup>ST</sup> NOV. 2022	<b>1. Graphics</b>  <b>2. Graphics</b>	ALL PLATFORMS Instagram, Facebook Twitter	Happy new week!  Introduce Day fives theme ("Treasure hunt")  <b>Caption :</b> synopsis written for this theme will serve as the caption	10:00 am  2: 00pm
<b>TUESDAY</b> 22 <sup>ND</sup> Nov, 2022	<b>1. Carousel</b> (Informative and educative carousel about the importance of the treasure hunt theme and the skills it will develop in the kids)  <b>2. Post the video of the social challenge</b>	ALL PLATFORMS Instagram, Facebook Twitter	Continue to elaborate on the theme from Monday <b>Caption:</b> This theme will enable campers to develop new skills, as well as strengthen and reinforce other skills like leadership, communication, and critical thinking. #christmasatslate	10:00 am
<b>WEDNESDAY</b> 23 <sup>RD</sup> Nov, 2022	<b>2. Carousel</b> (what Christmas tradition is peculiar to you?)	Instagram, Facebook Twitter	Post a host of very relatable Christmas traditions in African homes. #christmasatslate	2:00pm
<b>THURSDAY</b> 24 <sup>TH</sup> NOV 2022	<b>1. TBT PICTURES</b>	Instagram Facebook Twitter		10:00pm

FRIDAY 25 <sup>TH</sup> Nov, 2022	<b>2. VIDEO</b> (RUN A CONTEST WINNER GETS A FREE SLOT TO CAMP)	Instagram Facebook. Twitter	<b>Copy:</b> <b>Caption:</b> #christmasatslate	2:00pm
SATURDAY 26 <sup>TH</sup> Nov, 2022	<b>1. GRAPHICS</b>	Instagram Facebook Twitter(collage)	Introduce DAY SIX Theme ("Christmas Cookies" ) <b>Copy:</b> ("Christmas Cookies" )  <b>Caption:</b> The synopsis written will be used as caption and be used to create the graphics.	11:00pm
SUNDAY 27 <sup>TH</sup> Nov, 2022.	<b>1.) VIDEO</b> (THROWBACK PICTURES OF CHILDREN BAKING IN PAST CAMPS)	<b>ALL PLATFORMS</b>	<b>Copy:</b> Christmas cookies. <b>Caption:</b> What's Christmas without cooking and baking? This theme is set to stretch the creativity of campers while they have fun as well	10:00am



WEEK 5 (28<sup>TH</sup> NOVEMBER – DECEMBER 2022)

DAYS	CONTENT STYLE	PLATFORM	CONTENT DETAILS (Copy, caption, synopsis)	POSTING TIME
<b>MONDAY</b> 28 <sup>th</sup> NOV. 2022	<b>1. GRAPHICS.</b>	ALL PLATFORMS Instagram, Facebook Twitter	1. Market the theme for the last day (The Santa experience) <ul style="list-style-type: none"> <li>● <b>Caption:</b> Use the synopsis written for the general theme following the stars in addition to the one for the Santa experience to make the graphics and caption.</li> </ul>	10:00 am
<b>TUESDAY</b> 29 <sup>th</sup> Nov, 2022	<b>1. VIDEO (Santa experience and follow the stars )</b>	ALL PLATFORMS Instagram, Facebook Twitter	Post videos from the previous years' Santa experience.  Caption: Santa will be gracing our camp with his presence bearing gifts all the way. Campers will have the opportunity to enjoy a fun-filled, memorable Santa Grotto experience #christmasatslate	12:00pm

<b>WEDNESDAY</b> 30 <sup>th</sup> NOV 2022	1. <b>VIDEO</b> (Meet the team; popular tik tok trend)	Instagram, Facebook Twitter	Jump on a trending TiTok sound and challenge to introduce the theme! #christmasatslate	12:00pm
	2. <b>GRAPHICS</b> (What's your favorite Christmas Movie)		Ask the audience what their favorite Christmas movie is. Instigate a feeling of nostalgia by posting a few Christmas movies in form of carousels	2:00pm

<b>THURSDAY</b> 1 <sup>ST</sup> DEC, 2022	1. <b>VIDEO</b> (Testimonial video of a child.)	Instagram Facebook Twitter		10:00am
	2. <b>GRAPHICS</b> (Flyer for Instagram Live with influencer ;Q&A )			2:00pm

<b>FRIDAY</b> 2 <sup>ND</sup> DEC, 2022	1. <b>GRAPHICS</b> (Announce contest winner)	Instagram Facebook. Twitter	#christmasatslate	12;00pm
	2. <b>VIDEO</b> (Official count down begins with Mrs, Adetutu)			2:00pm

<b>SATURDAY</b> DEC, 3 <sup>RD</sup> 2022	1. <b>VIDEO</b> (Count down 9 days to camp by Mr geoffery)	Instagram Facebook Twitter(collage)		11:00pm
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<b>SUNDAY</b> 4 <sup>TH</sup> DEC, 2022	<b>GRAPHICS</b> (Count down 8 days to camp)	Instagram Facebook Twitter(collage)		4:00pm
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WEEK 6(5<sup>TH</sup> DECEMBER- 11<sup>TH</sup> DECEMBER)

DAYS	CONTENT STYLE	PLATFORM	CONTENT DETAILS (Copy, caption, synopsis)	POSTING TIME
<b>MONDAY</b> 5 <sup>TH</sup> DEC, 2022	<b>1.VIDEO</b>  <b>2.GRAPHICS</b> <b>( 7 DAYS TO CAMP)</b>	ALL PLATFORMS Instagram, Facebook Twitter	Interview one parent and one child about their expectations in the upcoming camp. <b>Caption:</b>	10:00 am
<b>TUESDAY</b> 6 <sup>TH</sup> DEC, 2022	<b>1. VIDEO (child doing the 6 DAYS TO CAMP count down)</b>	ALL PLATFORMS Instagram, Facebook Twitter	#christmasatslate	10:00 am
<b>WEDNESDAY</b> 7 <sup>TH</sup> DEC, 2022	1. VIDEO (Behind the scenes)  2. GRAPHICS (5 DAYS TO CAMP COUNT DOWN)	Instagram, Facebook Twitter	Caption  #christmasatslate	12:00pm  2:00pm
<b>THURSDAY</b> 8 <sup>TH</sup> DEC, 2022	<b>1. VIDEO (LIVE video reposted on both influencers page and our page)</b>  <b>2. GRAPHICS (4 DAYS TO CAMP count down)</b>	Instagram Facebook Twitter	<b>Copy:</b> <b>CAPTION:</b> #christmasatslate	10:00am  2:00pm
<b>FRIDAY</b> 9 <sup>TH</sup> DEC, 2022	<b>2. VIDEO ( Two child (4-6yolds) share excitement as its 3 DAYS TO CAMP)</b> <b>2.GRAPHICS HOW READY ARE YOU FOR CAMP?</b>	Instagram Facebook. Twitter	<b>Copy:</b> <b>Caption:</b> #christmasatslate	12:00pm  2:00pm
<b>SATURDAY</b> 10 <sup>TH</sup> DEC, 2022	<b>1. GRAPHICS</b> <b>2 DAYS TO CAMP COUNTDOWN</b>	Instagram Facebook Twitter(collage)	<b>Copy:</b> <b>Caption:</b> #christmasatslate	11:00pm

<b>SUNDAY</b> 11 <sup>TH</sup> DEC, 2022	<b>VIDEO (EVERY TEAM MEMBER SCREAMS ONE DAY TO CHRISTMAS CAMP)</b>			11:00am
<b>MONDAY</b> 12 <sup>TH</sup> DEC, 2022	<b>1. GRAPHICS THAT WELCOMES EVERY ONE TO THE OFFICIAL BEGINNING OF CHRISTMAS CAMP</b>			9:00am