

WEEKLY CONTENT CALENDAR(1st week)

DAY AND TIME	MONDAY 12:30 PM	TUESDAY 2:00 PM	WEDNESDAY 8:00PM	THURSDAY 1:00PM	FRIDAY 8:30PM	SATURDAY 11:00AM	SUNDAY 9:00PM
VISUAL TYPES	Reel (model wearing shades)	brand intro teaser post	Trend audio + styling tips	Image (Lens tech infographic)	comparison with and without glasses	Story and polls	Video (Customer testimonial)
PLATFORM	Instagram	facebook	Tiktok	Facebook	Tiktok	instagram	facebook
CAPTION	Step out in Saddar style with our signature sunnies. #BrandedOptics	Eyewear that speaks your vibe Discover Branded Optics in Saddar now!	Face shape hack for the perfect shades Saddar-tested "	Our lenses protect your eyes from pindi harsh sun + screens "	You finally see clearly in Saddar traffic	our look today? ? Poll below!"	stylish and affordable – perfect for Saddar runs!’ – @AliSpecs"
HASHTAGS	#EyewearGoals #SaddarStyle #BrandedOptics	#pindiVibes #LiveInStyle #OpticsReimagined	#FrameHack #SaddarTrends #BrandedOptic	#SmartVision #OpticsTech #EyeHealthPakistan	#smartvision#SpecsGlowUp #BrandedOpticsLife	#SaddarStories #EyewearBattle #BrandedPolls	CustomerLove #RealGlow #experience#optics

WEEKLY CONTENT CALENDAR (2ND WEEK)

DAY AND TIME	MONDAY 2:00PM	TUESDAY 1:00PM	WEDNESDAY 8:00PM	THURSDAY 12:00PM	FRIDAY 11:PM	SATURDAY 11:00AM	SUNDAY 9:00PM
VISUAL	Reel (Office to street look)	Post (Eyewear care tips)	Skit (First time using glasses)	Post (New arrival spotlight)	Image (Behind the scenes shoot)	Trend: “pass the glasses”	Video (Recap: week highlights)
PLATFORMS	INSTAGRAM	facebook	Tiktok	Instagram	Facebook	Tiktok	Facebook
CAPTION	From your 9–5 to Saddar café nights these Specs Do it all ."	3 ways to clean your lenses #Saddar streets dust-proofed!	When your eyes finally adjust to Saddar chaos "	Limited drop: <i>pindiNights Collection</i> now in Saddar!	Every pair made with precision and passion. branded optics in Saddar."	Your squad + our spec's = perfect match new edition edition	Your top moments in Branded Optics this week – Saddar, you killed it!
HASHTAGS	#WorkLookPK #SaddarStyle #SpecsGlow#brandedoptics	#LensCareTips #pindiProof #BrandedAdvice	#FirstSpecsMoment #EyewearSkit #Brandedoptics#saddar	#Newframe #UrbanEdge #newStyleDrop#brandedoptics	#BehindFrames #SaddarShoot #BrandedOptics	#stylishframes #brandedoptics#OpticsChallenge	#WeeklyWrap brandedoptics#SaddarGlow#Brandedoptics