

Deadline Application 15 March							
13 February till 12. March							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 Week (13.02 - 19.02)	Facebook (welcome & promote the other platforms tiktok & insta)	Instagram (story quiz about Denmark facts)	TikTok (14) (What to do in Aarhus)	Facebook (13-16) (Infographic about Aarhus)	Instagram (post about takeover story -> prepare questions)	tiktok (recap previous party's at BAA Create a #showyourbestpartyatBAA (UCG)	Create awareness and interest -> Its about waking up interest and connect emotions to BAA
2 Week (20.02 - 26.02)	Facebook (post about takeover on Instagram -> promote it)	Instagram (Takeover Story)	TikTok (Meet the bartenders at BAA and they show their favorite drink)	Facebook (Infographic about Marketing Management)	Instagram (Post Bar Basement ->Friday theme) (8-10) Create #FridayBar (->show us with who are you going)	TikTok (Italian Hand)	Create awareness and interest -> Its about waking up interest and connect emotions to BAA
3 Week (27.02 - 05.03)	Facebook (Infographic about Multimedia Design)	Instagram (story quizz about Aarhus facts)	TikTok (places to study)	Facebook (create a # where students post with in the academy)	Instagram (create a # where students post with in the academy)	TikTok (testimonials video)	Create interest and involvement/participation -> different options ->Courses
4 Week (06.03 - 12.03)	Facebook (beginners guide how to find housing)	Instagram (story already applied)	TikTok (video demo how to use the websites to apply)	Facebook (Article how to find student jobs)	Instagram (Post Deadlines) (8-10)	TikTok (about BAA and facilities)	How to do the actually application