

SoMe Planning: Instagram

SoMe	Responsible	Content	Date	Time	Description	Keywords	Target/Persona	CTA
Instagram	Bara	Fun fact , Infographic	Tuesday	Users are active throughout the week.	Did you know fact is going to be focused on the difference between the fact that one transport truck of Nuuii truck equals to 121 transport trucks for a regular cleaning product (transposition of water, not locally sourced ingredients etc.. -more co2 emissions) + possibility, the regular regular cleaning product consists of only 5-101 active ingredient rest of its water	Did you know, fact	Young woman from Denmark that lives in a big city.	How much is actually produced? (CO2)
	Valentina	Contest post	Wednesday	Users are active throughout the week.	The post will include a contest. The contest will consist of posting a picture with the bottle the customer uses to make the formula. The photo should come together with the hashtag #hashtag (I'm still thinking about it). The most creative idea wins nuuii supplies for a year. The post will consist of a picture containing different bottles and an explanatory text.	Giveaway, contest	Young woman from Denmark that lives in a big city.	Giveaway
	Kristina	Community led post	Thursday	For maximum engagement, make sure not to skip Mondays and Thursdays at any time, except for 3-4PM.	Community responses, we want the users to comment what they think about the products and what could come next from nuuii.	Community, outreach, comments	Young woman from Denmark that lives in a big city.	What new products would you like to see from us?
	Kenia	Product pictures	Monday	For maximum engagement, make sure not to skip Mondays and Thursdays at any time, except for 3-4PM.	The post will be a product that includes the images of the packaging but in a line minimalist design that showcases the idea of nuuii. There will also be text on the image that describes the purpose or benefit of buying nuuii	You are the change, versatility, sustainability.	Young woman from Denmark that lives in a big city.	YOU (make a change), (choose)..

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SoMe Planning: Facebook

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Facebook	Valentina	Information about the environment	The best days to post: Thursday, Friday, Saturday, and Sunday	The best hours are 9 AM, 1 PM and 3 PM.	The post will be an informative one, so it will contain a suggestive picture together with a text about the environment and what can we do to protect it.	Protecting	Recurring customers, maybe potential new ones too. Middle aged or young women.	Help
	Bara	Graph - Information	The best days to post: Thursday, Friday, Saturday, and Sunday	The best hours are 9 AM, 1 PM and 3 PM.	Graph the rise of co2 pollution on time scale	CO2	Recurring customers, maybe potential new ones too. Middle aged or young women.	How much?
	Kristina	Article	The best days to post: Thursday, Friday, Saturday, and Sunday	The best hours are 9 AM, 1 PM and 3 PM.	It will be a small article with a picture on the bottom, we will talk about how nuuii actually makes the world a better place.	Better place	Recurring customers, maybe potential new ones too. Middle aged or young women.	Better place

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SoMe Planning: Pinterest

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Pinterest	Kenia	Product guide	Saturday	Saturdays are your best days for connecting with your Pinterest audience. The best hours are 2 PM, 9 PM, and even late at night (2 AM.)	I want to create a post that showcases how to use the nuuii products and how it benefits your house. It would be a cover image on Pinterest and then when you click it is a blog post.	How To, DIY.	New costumers or potential customers, young women that live in Denmark.	Learn to use nuuii

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