

Week	Day	Platform	Time	Content Type	Body Copy (FB)	Caption (IG)	Hashtags
W-1	Mon	FB + IG	19:00	Product Showcase (Necklace)	"Introducing the Sovelle Signature Necklace – crafted for elegance that lasts."	Sovelle Signature Necklace – timeless elegance you can wear every day.	#SovelleJewelry #MinimalLuxury #EverydayElegance
	Wed	FB + IG	19:00	Brand Story	"At Sovelle, we believe jewelry should be more than an accessory – it should tell your story."	Jewelry with meaning. Sovelle is where simplicity meets soul.	#SovelleJewelry #JewelryWithMeaning #LuxuryRedefined
	Fri	FB + IG	19:00	Blog Teaser	"Read our latest blog: 5 Ways to Style Minimal Jewelry for Every Occasion."	New on the Sovelle Blog: 5 ways to style minimal jewelry for every look.	#JewelryStyle #MinimalJewelry #SovelleBlog
	Sun	FB + IG	19:00	Educational (Jewelry Care)	"Keep your Sovelle pieces shining: Always store them separately to avoid scratches."	Jewelry Tip: Store each piece separately to maintain shine.	#JewelryCare #SovelleTips #LuxuryCare
W-2	Mon	FB + IG	19:00	Product Showcase (Earrings)	"Elevate your look with Sovelle's minimal drop earrings."	Elevate your look with minimal Sovelle earrings.	#SovelleStyle #MinimalChic #JewelryGoals
	Wed	FB + IG	19:00	Blog Post	"Discover: Why Minimal Jewelry is the New Luxury – now on our blog."	New Blog: Why minimal jewelry defines modern luxury.	#LuxuryJewelry #MinimalLuxury #SovelleBlog
	Fri	FB + IG	19:00	Ad (Static Image)	"Minimal design. Maximum impact. Explore Sovelle's launch collection today."	Minimal design. Maximum impact. Discover Sovelle now.	#ShopSovelle #JewelryWithPurpose #MinimalLuxury
	Sun	FB + IG	19:00	Inspirational Quote	"Jewelry is the most transformative thing you can wear." – Iris Apfel	Jewelry is transformation. Wear your story with Sovelle.	#SovelleInspires #JewelryQuotes #LuxuryLife
W-3	Mon	FB + IG	19:00	Product Showcase (Bracelet)	"The Sovelle Minimal Bracelet: Where subtlety meets strength."	Subtle, strong, Sovelle. Discover the Minimal Bracelet.	#SovelleBracelet #MinimalStyle #EverydayLuxury
	Wed	FB + IG	19:00	Educational (Gemstones)	"Why choose cubic zirconia? It's sustainable, durable, and radiant."	Did you know cubic zirconia is durable and sustainable?	#SovelleFacts #SustainableLuxury #JewelryCare
	Fri	FB + IG	19:00	Blog Post	"Blog Update: The Rise of Sustainable Jewelry Trends in 2025."	New Blog: Sustainable Jewelry Trends shaping 2025.	#EcoLuxury #SovelleBlog #SustainableJewelry
	Sun	FB + IG	19:00	Ad (Carousel)	"Mix, match, and layer Sovelle classics. Shop the collection now."	Layer your style. Shop Sovelle's minimal classics today.	#ShopSovelle #LuxuryRedefined #MinimalJewelry
W-4	Mon	FB + IG	19:00	Product Showcase (Ring)	"Meet the Sovelle Minimal Ring – a statement in simplicity."	Statement in simplicity: Sovelle Minimal Ring.	#SovelleRing #LuxuryMinimalism #EverydayChic
	Wed	FB + IG	19:00	Educational (Jewelry Storage)	"Store your Sovelle jewelry in a cool, dry place to prevent tarnish."	Keep your Sovelle shine – store jewelry in dry spaces.	#JewelryTips #SovelleCare #MinimalLuxury
	Fri	FB + IG	19:00	Blog Post	"On the Blog: How to Build a Capsule Jewelry Collection."	Blog Update: Build your capsule jewelry collection with Sovelle.	#CapsuleWardrobe #SovelleBlog #LuxuryEssentials
	Sun	FB + IG	19:00	Brand Story	"From sketches to final polish, Sovelle designs jewelry that speaks to your soul."	Jewelry with a soul. Sovelle is more than design.	#SovelleStory #LuxuryRedefined #JewelryWithMeaning