

SOCIAL MEDIA CALENDAR

A social media calendar was created from the supplied data to guide content planning.

THE DATA USED FOR COLLECTION:

The Right Size Campaign Research

Campaign goal: Raise brand awareness

Target audience: People of all sizes between the ages of 25-49

Largest age groups on different platforms:

- Facebook: 25-34 year olds
- Instagram: 25-34 year olds
- LinkedIn: 46-55 year olds
- TikTok: 18-24 year olds
- Snapchat: 13-34 year olds
- Twitter: 30-49 year olds

Most popular platforms among current customers (in order of popularity):

1. Instagram
2. Facebook
3. Twitter
4. TikTok
5. SnapChat
6. LinkedIn

Highest target audience activity on social media:

- Monday - Friday: 9:00 a.m. - 2:00 p.m., 5:00 - 6:00 p.m.
- Saturday & Sunday: 8:00 a.m. - 11:00 a.m.

Holidays/Events: Week of May 2-8

- Asian Pacific American Heritage Month
- National Small Business Week
- Teacher Appreciation Week
- May 4: Star Wars Day
- May 6: National Nurses Day
- May 8: Mother's Day

Promotions: Week of May 2-8

- Mother's Day Sale
- Teacher Appreciation Week Discount

Posts receiving highest engagement (in the past 3 months):

- Gorgeous as You Are - inspirational video
- How They Wore It - funny GIF
- Redefining Shopping: Size-Inclusive Fashion - article
- Find Your Fit - pants styles infographic

THE SOCIAL MEDIA CALENDAR DEVELOPED:

| SOCIAL PLATFORM | DATE (DAY/MONTH/YEAR) | TIME (EST) | TOPIC | CONTENT TYPE | COPY | ASSETS |
|------------------|--------------------------|------------|---|----------------|--|---|
| WEEK 1: THURSDAY | 5/5/2022 | | | | | |
| FACEBOOK | | 10:00 | National Small Business Week Mother's Day Sale | video GIF | | |
| INSTAGRAM | | 10:00 | National Small Business Week Mother's Day Sale | video story | | |
| TWITTER | | 7:00 | National Small Business Week | video | | |
| | | 10:00 | Mother's Day Sale | GIF | | |
| | | 1:00 | Teacher Appreciation Week Discount | infographic | -Title the infographic "What makes a great teacher?" -Briefly describe characteristics of a great teacher: sharp mind, keen eyes, big heart, strong voice, helping hands. -Mention 15% off discount to all teachers with valid ID. | -Create an illustration of a teacher standing in front of a whiteboard. -Add callouts with space for text to the following features: brain, eyes, heart, voice, hands. |
| WEEK 1: FRIDAY | 5/6/2022 | | | | | |
| FACEBOOK | | 9:00 | National Nurses Day | article | | |
| | | | Mother's Day Sale | image | -Thank mothers for everything they do -Mention Mother's Day Sale (25% off everything online and in store). -Include #HappyMothersDay. | Show a photo of a woman wearing a dress from the spring collection with a young child. |
| INSTAGRAM | | 9:00 | National Nurses Day | article | | |
| | | | Mother's Day Sale | story | | |
| TWITTER | | 7:00 | National Nurses Day | image | | |
| | | 10:00 | Mother's Day Sale | image | | |
| | | 1:00 | Teacher Appreciation Week Discount | infographic | | |