

Social Media Content Portfolio

Client: The Fold Media

Platform: Facebook & Instagram

Purpose of the content:

Generate interest and engagement with local stores and service providers throughout the Southern Tablelands region. Create bright, energising and inviting photography to entice visitors to the region.

PROPRIETORIAL INFORMATION

All digital assets captured this week and used for this purpose only.

All copy for all briefs is original and used for this purpose only.

BRIEF 1

Facebook posts promoting published articles.

Responses included in this document:

- 1 x Facebook post promoting The Techery
- 1 x Facebook post promoting \$10 Lunches article

BRIEF 2

Instagram posts promoting Braidwood Albion café and The Braidwood Quilt Store shopfront.

Responses included in this document:

- 1 x Instagram story post promoting The Albion Café Braidwood
- 1 x Instagram story post promoting The Braidwood Quilt Store

BRIEF 1

COPY:

How SMART are you, really?

The Techery check in 365 days later to tell us what the last year has been like upgrading the lives of people throughout The Southern Highlands.

Did you know that your blinds can be programmed to rise and fall on their own? What other time and effort-saving SMART solutions could help you around your home? Or your parents' homes? Put your thinking caps on for this one.


snARTer THAN EVER 1 YEAR on
WHAT'S IN A YEAR?

Fresh in from The Southern Highlands and surrounding communities, we report on the latest advances in local advances.

Find out how SMART you really are.

Get the full story here: <https://thefoldsouthernhighlands.com.au/the-guide/whats-new-and-good-with-the-techery.html>

WIREFRAME:

**The Fold - Southern Highlands**
8h · 🌐

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COPY:

\$10 Reasons Not to Skip Lunch Today

We've done the leg work so you don't have to and tracked down the yummiest lunches in The Southern Highlands for less than Dame Mary Gilmore's face. If you're not a trivia fan, then you'll probably want some more info.


Click'er there, mate: <https://thefoldsouthernhighlands.com.au/the-guide/cheap-and-cheerful-lunches-in-the-southern-highlands-under-10.html>

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BRIEF 2 | The Albion Cafe

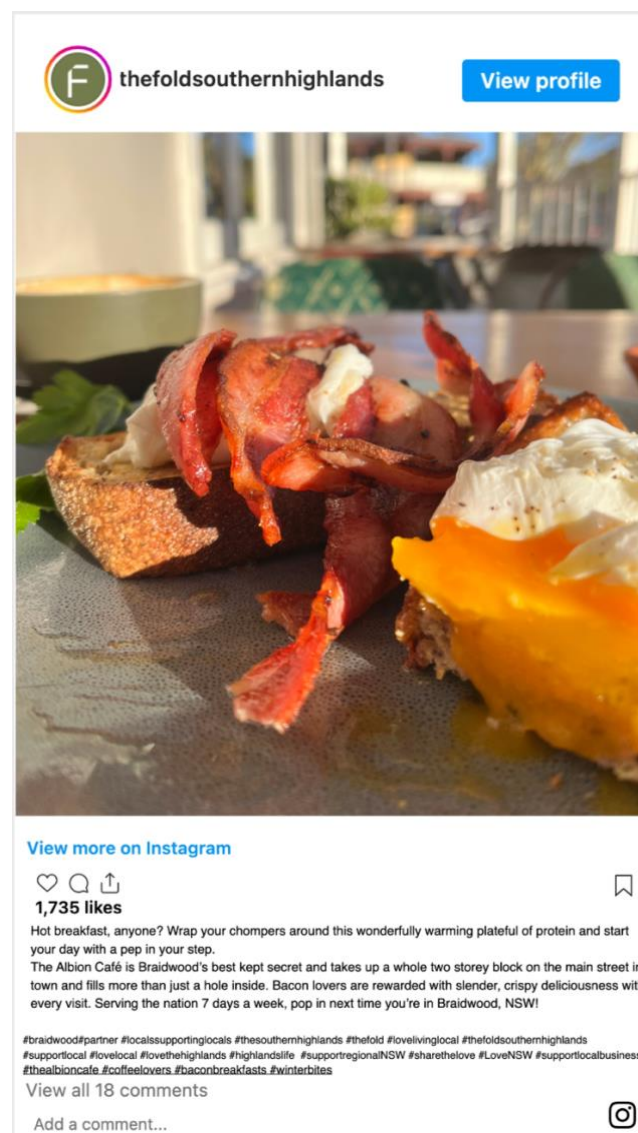
COPY:

Hot breakfast, anyone? Wrap your chompers around this wonderfully warming plateful of protein and start your day with a pep in your step.

The Albion Café is Braidwood's best kept secret and takes up a whole two storey block on the main street in town and fills more than just a hole inside. Bacon lovers are rewarded with slender, crispy deliciousness with every visit. Serving the nation 7 days a week, pop in next time you're in Braidwood, NSW!

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WIREFRAME:



BRIEF 2 | The Braidwood Quilt Store

COPY:

Looking for expert quilting advice? The award-winning quilters at The Braidwood Quilt Store can help you create anything in cloth. Whether you're a keen quilter, knitter, crocheter, garment maker, lamp maker – whatever your fabric craft, the sewers at The Braidwood Quilt Store want to meet you and talk cloth! Bolt in 7 days a week.

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