

TASK 2 – Weekly Content Calendar

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Brand: LunaMuse Jewelry

Domain: Digital Marketing

Internship: Rhombix Technologies

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About the Task

This task focuses on creating a weekly social media content calendar for *LunaMuse Jewelry*.

The main goal is to plan creative, engaging, and audience-focused content that builds brand awareness, boosts engagement, and promotes the new *Luna Glow* jewelry collection..

Weekly Social Media Content Plan – LunaMuse Jewelry

Day	Platform	Type of Content	Caption Theme	Purpose	Time Required
Monday	Instagram	Image Post	Product Launch <i>Luna Glow Necklace</i>	Create excitement for new product	30 mins
Tuesday	Facebook	Discount Offer	“15% OFF this week! Use code MOON15”	Drive sales & engagement	25 mins
Wednesday	Instagram Story	Poll / Question	“Which moon phase matches your mood?”	Increase audience interaction	20 mins
Thursday	LinkedIn	Motivational Post	“Like the moon, shine through your darkest phase.”	Build emotional brand image	30 mins
Friday	Instagram Reel	Behind the Scenes	“How our jewelry is handcrafted with love”	Show creativity & brand effort	35 mins
Saturday	Facebook	Customer Review	“My LunaMuse ring gives me confidence every day!”	Build trust & authenticity	25 mins
Sunday	Instagram / LinkedIn	Reminder Post	“Pre-orders open for Luna Glow Collection”	Create urgency & boost conversions	30 mins

Conclusion:

This 7-day content plan aims to keep LunaMuse Jewelry active and engaging on all social media platforms.