**Main social media channels:**

* LinkedIn
* Facebook
* Youtube

**Content calendar:**

* Calendar is separated in 2 weeks. After the end of week 2 we can start from the beginning.
* Monday – Product’s Features
* Tuesday – Educational
* Wednesday – Industry
* Thursday – Customer’s Testimony
* Friday – Customer Engagement

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| --- | --- | --- | --- | --- | --- |
| **Week** | **Day** | **Topic** | **LinkedIn** | **Facebook** | **YouTube** |
| 1 | Monday | Product's Features | Article on latest model's features | Photo post about interior | Video tour of new model |
| 1 | Tuesday | Educational | Infographic on the benefits of switching to electric cars | Blog post about car maintenance tips | Tutorial video about how to use car's features |
| 1 | Wednesday | Industry | Report about EV market growth | Gallery about history of EVs | Interview with industry expert about future of Evs |
| 1 | Thursday | Customer's Testimony | Customer's testimony with professional photo | Video testimony | Compilation of positive reviews |
| 1 | Friday | Customer Engagement | Poll on favorite car features | Live Q&A session | Live Q&A session |
| 2 | Monday | Product's Features | Safety features | Photos with car safety statistics | Safety features demo video |
| 2 | Tuesday | Educational | Article on EV environmental benefits | Blog post about carbon footprint reduction | Animated video about how EVs reduce carbon footprint |
| 2 | Wednesday | Industry | Post about recent EV event attended | Live stream from the event | Event highlights video |
| 2 | Thursday | Customer's Testimony | Testimony from a loyal customer | Customer's story - video | Customer's story - using EVs for business |
| 2 | Friday | Customer Engagement | Interactive quiz on EVs | Giveaway | Announcement about giveaway winner |

**Influencer collaboration:**

We can collaborate with car & tech reviewers on YouTube, such as:

* carwow
* Doug DeMuro
* Marques Brownlee

These creators are highly popular in their domain and give honest reviews about cars & tech.

**Analytics**

From these 3 platforms, the most sophisticated analytics can be gathered from YouTube. We can see the view and subscriber trends & demographics, watch time, most viewed clips etc. So we will mostly use this resource for our analysis. But engagement on LinkedIn and Facebook is also important, so we will follow the engagement on these platforms as well, through links that lead to our company’s website.