

Social Strategy Template															
week of															
Key Promotions															
Promotion 2	5 posts	2-3 posts/week				Last Call - 3 posts/week									
Key Product Launch							Teaser - 1 post/week	Launch - Up to 3 posts/week				1 post		1 post	
Promotion 3										Teaser - 1 post/week		Launch - Up to 3 posts/week			
Featured Item		1 post			1 post	1 post			1 post			1 post			
Event	1-2 post/week														
Store Remodel									1 post/week		2 posts/week				
Seasonal Messaging															
Sportsball Playoff Viewing										2 posts/week					
National Holiday Weekend		1 post													
Brunch-Based Holiday							1 post								
Unicorn Awareness Day			1 post												
Dog Days of Summer				1 post				1 post					1 post		
National Jelly Bean Day									2 posts						
National Cheese Day					2 posts										1 post
Bourbon Awareness Day	1 post					1 post				1 post					1 post
Ongoing Messaging		May be integrated into promotional messaging depending on # of additional posts/week													
Happy Hour		1 post		1 post		1 post		1 post		1 post		1 post		1 post	
Private Events			1 post				1 post				1 post				1 post
Delivery	1 post				1 post				1 post				1 post		
Location Feature	1 post/week														