



# Content Marketing Social Media Plan

Anticipated Postings: 1 – 3X per week

Content:

- Product Photos
- Recipes
- Behind the Scenes
- Infographics
- Fill-in The Blank
- Days of the year
- Jobs

Platforms:

- Facebook
- Twitter
- LinkedIn
- Pinterest

Social Media Zones Used:

- Social Community (Phase 1)
  - Facebook Images
  - Tweets
  - Pinterest Recipes
  - WOM Promotions/Contests
  - Sales Discounts
- Social Publishing (Phase 2)
  - Advertorial Content
    - Production of flour?
  - UGC
    - Recipe Contests
    - Photo Contests
    - Cooking Demonstrations



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Nov-15						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2   F, T, L <b>JOB ACTION DAY</b> Posting for Open Ops on LinkedIn. Promotion on Twitter, Facebook #wafflejobs	3	4	5   F, T, P <b>RECIPE</b>	6	7
8   F, T <b>TONGUE TWISTER DAY</b> Develop Waffle Tongue Twister. <i>Woulda Walrus Wanta Waffle ifa Walrus was...</i> #tonguetwister	9	10   F, T <b>SEASAME STREET DAY</b> Word of the day? Count the Waffles? #sesamestreet	11	12	13   F, T <b>WORLD KINDNESS DAY</b> World Kindness Graphic <i>Pancakes and Waffles Hugging?</i> #kindnessday #waffleslovepancakes	14
15	16   F, T, P <b>RECIPE</b>	17	18   F, T, P <b>WAFFLE WEDNESDAY CONTEST</b> Tag 3 people in this post to win a Deluxe Starter Kit #wafflewednesday	19	20	21   F, T <b>WORLD HELLO DAY</b> Hello Waffle Graphic #hello #hellowaffle
22	23   F, T <b>WORLD FIBONACCI DAY</b> 1,2,3,5,8,13,21,34,56,90,146,236,382,618,1000,1618,2618,4236... #fibonacciday	24	25	26   F, T, P <b>THANKSGIVING</b> Happy Thanksgiving Graphic #happythanksgiving	27   F, T <b>BLACK FRIDAY (CODE SALE)</b> 24 Hour Gift Certificate Sale #blackfriday #sale	28   F, T, P <b>RECIPE</b>
29	30   F, T <b>Cyber Monday (CODE SALE)</b> Deep Discount on Single Product #cybermonday #sale					<p>KEY: F - Facebook T - Twitter L - LinkedIn P - Pinterest</p>