

DATE		TIME (EST)		TOPIC		CONTENT TYPE	
SOCIAL PLATFORM	(DAY/MONTH/YEAR)						
WEEK 1: THURSDAY	5/5/2022						
[PLATFORM NAME]							
FACEBOOK		11:00 AM		Mother's Day sale		Mom appreciation video	
[PLATFORM NAME]							
INSTAGRAM		10:00 AM		Teacher Appreciation Week Discount		Teacher infographic + discount information	
[PLATFORM NAME]							
TWITTER		9:00 AM		Mother's Day sale		GIF + sale information	
		12:00 PM		National Small Business Week		Article	
		5:00 PM		Teacher Appreciation Week Discount		Teacher infographic	
WEEK 1: FRIDAY	5/6/2022						
[PLATFORM NAME]							
INSTAGRAM		9:00 AM		National Nurses day		Picture	
[PLATFORM NAME]							
TWITTER		10:00 AM		National Nurses day		Funny GIF	
		5:00 PM		Asian American Heritage Month		Picture + text	
[PLATFORM NAME]							
SNAPCHAT		5:00 PM		Asian American Heritage Month		Video montage	

COPY		ASSETS	
Video with people talking about what moms mean to them		Videos/short interviews with people	
Highlighting how great moms are		Videos of moms smiling/hugging/etc	
End video talking about sale			
Infographic about amount of work teachers put in			
Talk about how comfortable clothes are key for teachers			
Discount to show appreciation			
Funny GIF and outline Mother's Day sale		GIF of a mom dancing in Right Size clothes	
Talk about start of Right Size as a small business			
Infographic about amount of work teachers put in, discount			
Happy National Nurses Day		Photo of nurse in hospital	
Nurse wearing Right Size clothing			
Nurse dancing in Right Size clothing			
Picture of Asian American individual		Picture of person	
Telling the story of their heritage through text		Short interview with them	
Video montage of Asian American pride			