

Social Media Schedule

Client:	Fruity Drink Company
Project:	Social Media Retainer
Purpose	Provide Fruity Drink Company with an editorial calendar for December 2023

Fruity Drink Company Social Media Calendar

Objective of Social Media Retainer

To manage and engage with the social communities pages, Facebook and Twitter, of Fruity Drink Company

Strategies

1. Review and respond to customer service questions
2. Provide up to seven posts to engage the community about FDC between Dec. 5 and Dec. 11
3. Post the approved content from the editorial calendar
4. The new retainer includes increased engagement with the Facebook and Twitter communities:

Social Media Schedule

[illegible]

Social Media Schedule

Fruity Drink Company			
December 2023			
DATE	FACEBOOK	TWITTER	LINK/IMAGE
December 5 th , 2023	We are incredibly excited to announce the launch of Fruity Drink Company! 🎉🥳 You will be seeing our delicious and healthy breakfast smoothies in grocery stores nationwide. 🍓🍌🥥 See you in the aisles, Canada. 🇨🇦🇨🇦 #FruityDrinkCompany Learn More: https://bit.ly/68MnNip	Meet your new favourite breakfast alternative. See you in the aisles, Canada. 🇨🇦🇨🇦 #FruityDrinkCompany Learn More: https://bit.ly/68MnNip	 Link: www.thefruitydrinkcompany.com/our-product

Social Media Schedule

December 6th, 2023

? Did you know the human body needs
5 servings of fruits and veggies per day?



Just ONE of Fruity Drink Company's
delicious breakfast smoothies contains
3 of those 5 portions. 🍹 🥗

Healthy and delicious wrapped up in
one beautiful bottle. ❤️

Learn more:

<https://bit.ly/68MnNip>

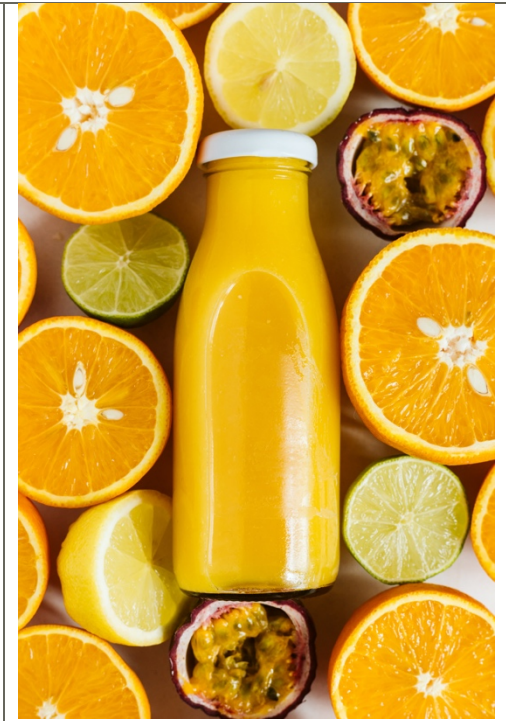
Get more than half your daily servings
of fruits and veggies in one bottle!



#FruityDrinkCompany

Learn more:

<https://bit.ly/68MnNip>



Link:

www.thefruitydrinkcompany.com/our-product

Social Media Schedule

December 7th, 2023	The Fruity Drink Family wants to wish you a very happy first day of Hanukkah! 🕯️🎁🎉 #FruityDrinkCompany	Happy Hanukkah from our family to yours! 🕯️🎁🎉 #FruityDrinkCompany	
December 8th, 2023	We're quite the flavourful bunch! 😊 Our artisanal breakfast smoothies are available in THREE scrumptious flavours: 🍓 Strawberry Samba 🍓 🍊 Orange Mango Twist 🍊 🥝 Kiwi Lemon Swing 🥝 Learn more about our all-natural ingredients: https://bit.ly/68MnNip #FruityDrinkCompany	Find YOUR flavour. 🍓🍊🥝 #FruityDrinkCompany Learn more: https://bit.ly/68MnNip	 Link: www.thefruitydrinkcompany.com/our-product

Social Media Schedule

December 9th, 2023

✨❤️ “Work hard, be kind, and amazing things will happen.” ❤️✨

Meet Alex and Amanda, Fruity Drink Company’s co-founders and smoothie connoisseurs. 🥤🧋

Learn more about their journey:

<https://bit.ly/00LgPyw>

🧠 Meet the brains and entrepreneurial spirit behind Fruity Drink Company, Alex and Amanda! 🧑🧑

<https://bit.ly/00LgPyw>

#fruitydrinkcompany



Link:
www.thefruitydrinkcompany.com/about-us

Social Media Schedule

December 10th, 2023	Looking to spice up your next holiday party? 🎄👁️🔥 Fruity Drink Company's Strawberry Samba makes an excellent addition to any mocktail or cocktail! 🍓🍹 Here are 5 drinks that will impress your guests: https://bit.ly/46YCnyb #FruityDrinkCompany	🍓🎄 5 ways to use Strawberry Samba in your next holiday cocktail: 🎄🍓 https://bit.ly/46YCnyb #FruityDrinkCompany	 Link: www.thefruitydrinkcompany.com/Holiday-Recipes
---------------------------------------	---	--	---

Social Media Schedule

December 11th, 2023	On the go? 🏃 No problem. Fruity Drink Company's breakfast smoothies take the stress out of your morning and replaces it with a refreshing beverage. 🥝✨ Portable. Healthy. Delicious. Learn more: https://bit.ly/68MnNip #FruityDrink Company	What's easier than breakfast in a bottle? 🥝✨ Portable. Healthy. Delicious. Learn more: https://bit.ly/68MnNip #FruityDrinkCompany	 Link: www.thefruitydrinkcompany.com/our-product
---------------------------------------	---	---	---