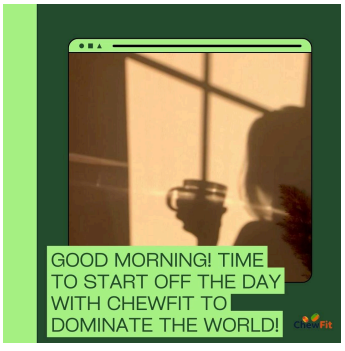
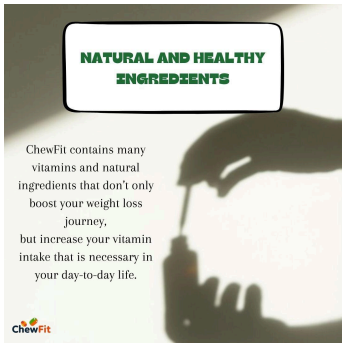
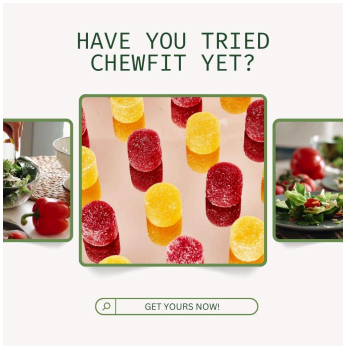
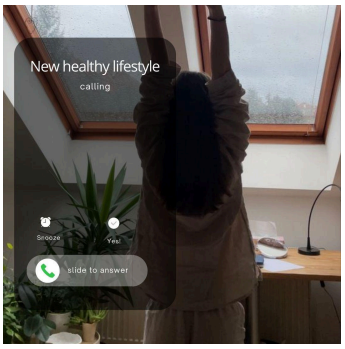
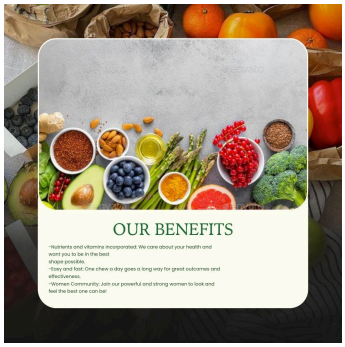
SOCIAL MEDIA POSTING CALENDAR

Time Slot	Facebook Post Details	Twitter Post Details	Instagram Post Details
Day 1			
7:00 AM	Post Title: The Perfect morning! Content:Want to wake up and have the most amazing morning? These are the three essentials for a great start to your working day! Incorporate ChewFit and conquer your day! #ChewFit #MorningMotivation Visual Note: Image 	Post Title: Good Morning! Content: Enjoy your morning cup of coffee with a gummy from Chew Fit before heading out to work! Start off your day with nutritious gummies that will help you lose weight. #ChewFit #MorningMotivation Note: Image 	Post Title:What is ChewFit? Content: The perfect way to start your day; ChewFit. Join our community into helping powerful women feel energized and start your health journey! #ChewFit #HealthyLiving Visual Note: Image

8:00 PM	Post Title:Natural and healthy ingredients Content: Want to know the secret of our product? ChewFit is made with natural and healthy ingredients to ensure your body is getting nourished! Buy Now! #ChewFit #HealthyLiving Note: Image  	Post Title: Start your health journey Content: Its time! Your health journey awaits you! What are you waiting for? #ChewFit #HealthyLiving Visual Note: Image 	Post Title: Have you tried ChewFit yet? Content: Looking for a way to help you lose weight and be a part of your busy schedule? If you never have time to incorporate a tricky diet, Chew Fit is perfect for you, all you need is to eat one gummy a day. Buy ChewFit now and see how amazing you will feel! #ChewFit #HealthyLiving Visual Note: Image 
		Day 2 down below:	

Day 2			
9:00 AM	Post Title: Client testimonial Content: Meet Andrea, a first-timer trying ChewFit and see how much she loves it! Buy yours today! #ChewFit #HealthyLiving Visual Note: Image 	Post Title: New healthy lifestyle Content: Your getting a call! Answer to start your new healthy lifestyle! By eatin gjust one gummy a day you will see fast results in your weight loss. #ChewFit #MorningMotivation Visual Note: Image 	Post Title: Women empowerment starts with ChewFit! Content: We know how important it is for women to feel good about themselves. ChewFit is a great asset to help you lose weight and boost your confidence even more! #ChewFit Visual Note: Video
1:00 PM	Post Title:Our Benefits Content: Want to add more greens to your diet? Read about how ChewFit benefits your	Post Title: Client testimonial Content: Use another quote from a real user that loves the product.	Post Title: No pills or powders! Content: Illustrate that it's just a gummy to be chewed once a day

	body and why you will love it! #ChewFit #HealthyLiving Visual Note: Image  	Caption- We have helped hundreds of women find the best version of themselves. See how Salma Gutierrez has loved our product! #Clienttestimonial #ChewFit #Weightloss #Newyou Visual Note: Image	and saves so much time. Caption- One gummy a day and you're good to go! Become a part of our family! #ChewFit #HealthyLiving Visual Note: Video

Authors Note:

I wanted to make graphics and include information that would catch the eye of our specific target audience. Using vivid colors, yet still look classy for the social media pages to look very professional. The information I decided to include was to be very informative and motivational for that “women empowerment” feel. By including informational posts, as well as client testimonials, demonstrates effective results and informs women what they will be indulging in when they purchase the product. The hours I decided to add were very early in the morning. A specific target audience is busy, working women usually wake up really early and have little time to check their phones.

Putting “Good Morning” posts will help women feel happy and want to try the products. I also decided to post later on in the evening, which is when our stakeholders can calm down after a busy day and finally use their phone and be on social media. Strategically, I decided to make my captions small and concise with only the important information being shown. Since my sub-audience are working women, they will not have enough time to read a long caption and will either skip the post, or it will be difficult for them to find the key reasons on why they should purchase the product.

Making posts at 1:00 pm was also a good idea since that is when working women will usually have their lunch break and be checking their phones. This will ensure that they see the content posted and be able to have time to read the information to be able to purchase the product. Adding call to action in the captions such as “Buy Now!” and “Become a part of our family!” will increase product sales.

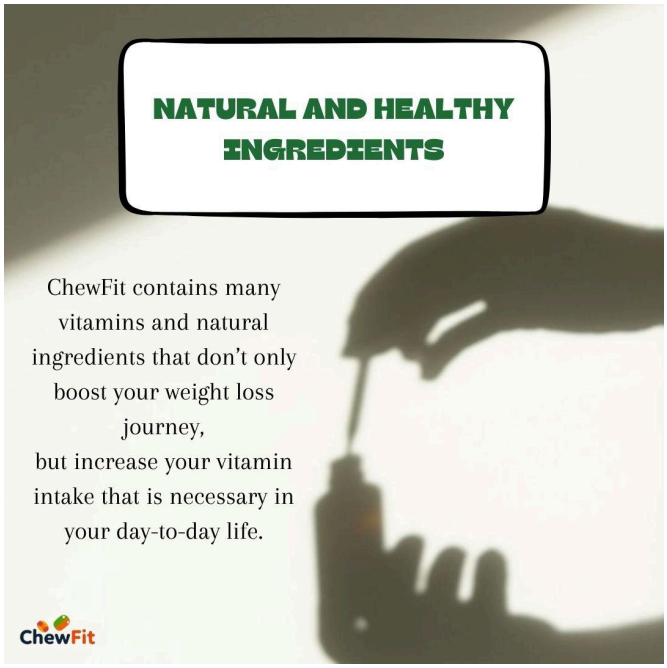
The green color as the base for all the posts is another way to show “healthy” colors and keep a pattern throughout all the posts and increase engagement for young professionals. It is really important to have a theme going on throughout all social media to ensure good brand imaging and look more professional. Color psychology influences brand perception and demonstrates to stakeholders transparency and awareness coming from the brand.

I used the caption for the two “Good Morning” posts that will be uploaded to Facebook and Twitter, to have a pattern within the posts since they are both about waking up energized and powerful. I added #ChewFit to every post to boost the hashtag and be seen throughout more users. Alternating between #HealthyLiving and #MorningMotivation within its designated posts to help flow the description. By adding hashtags, posts have a better engagement in social media and boost being seen by users that do not follow the account yet. My posts are clear and concise and will gain users attention and boostings.

SOCIAL MEDIA POSTS DOWN BELOW

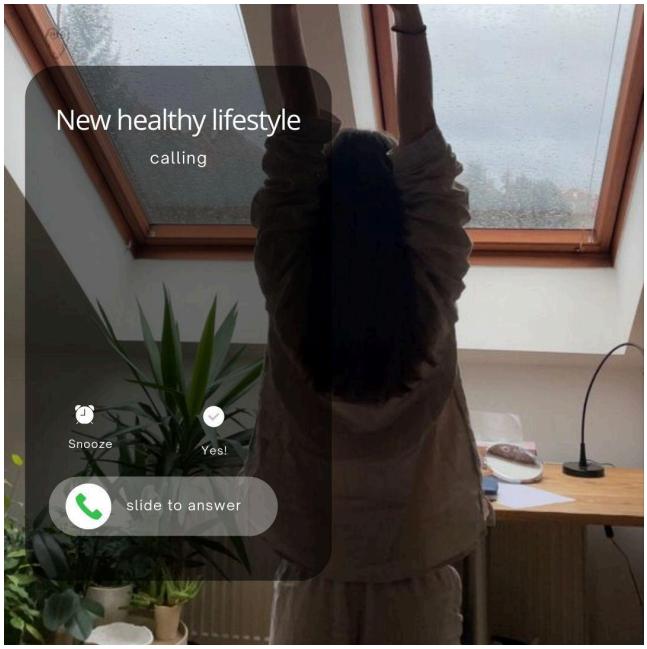
SOCIAL MEDIA POSTS BIGGER SEEN

Facebook Posts


NATURAL AND HEALTHY INGREDIENTS
ChewFit contains many vitamins and natural ingredients that don't only boost your weight loss journey,
but increase your vitamin intake that is necessary in your day-to-day life.
ChewFit

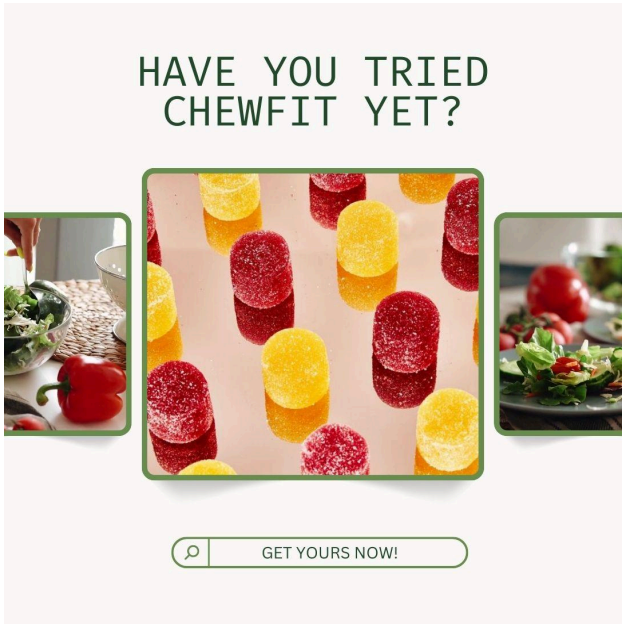
"This product has helped me become the best version of myself. I love feeling happy every time I look in the mirror."
ANDREA RICHARDS, 47
Four months after using ChewFit.

TWITTER POSTS



INSTAGRAM POSTS

LEARN MORE ABOUT OUR PRODUCT
WHAT IS CHEWFIT?
A gummy that helps weightloss for women trying to become their best version!
19.99 $
WELLNESS
SHOP NOW · SHOP NOW · SHOP NOW · SHOP NOW


HAVE YOU TRIED CHEWFIT YET?
GET YOURS NOW!