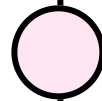
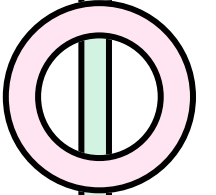


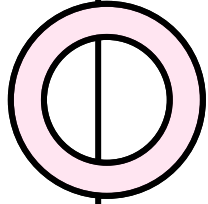
# S O C I A L M E D I A P O S T I N G C A L E N D A R

PRESENTED BY ERIC  
LANDRO



local  
bounti





# Key Points

## New Year's Resolution

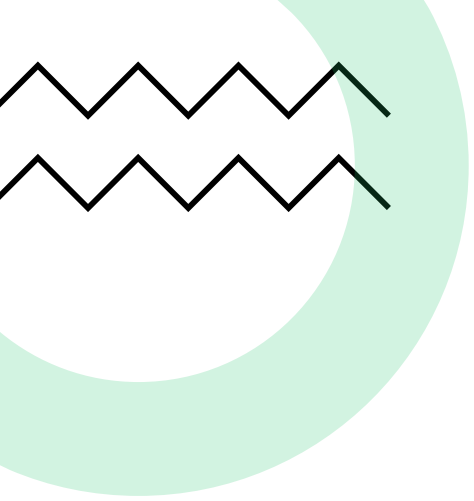
- Not being able to keep resolutions.

## Local Bounti

- Pillar: "Being positive and creating healthy, sustainable change."

## Goals

- "Help people improve their health this upcoming year."
- "Offer tricks, tips, ideas, hacks for small but doable goals"



# Insights

- **Motivational Promotion**
  - Interactive Content Marketing
- **Community Building**
  - Working Together Increases Motivation<sup>1</sup>
- **COVID-19 Pandemic**
  - New Focus on Health





# The Platforms



## LinkedIn

- B2B Marketing Leader
- Built for Business Marketing
- Lead Generation

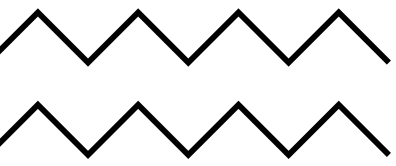
## Instagram

- *A Picture is Worth A Thousand Words*
- The Narrative Platform

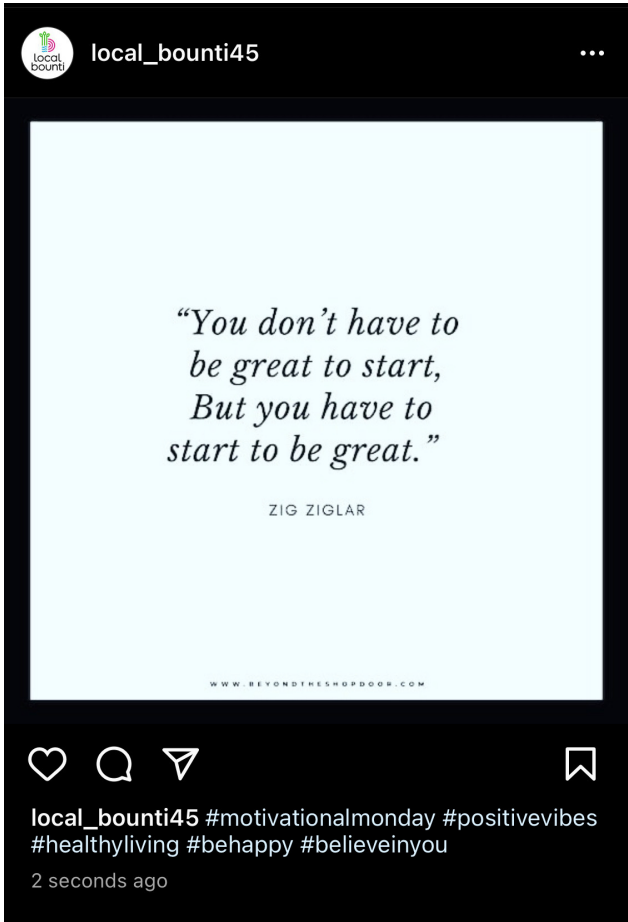




**POST  
EXAMPLES**



# Post Example #1 - Motivational Monday



## Brand Identity

- Positivity & Motivation

## Monday Blues

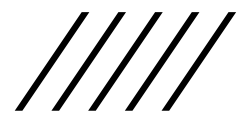
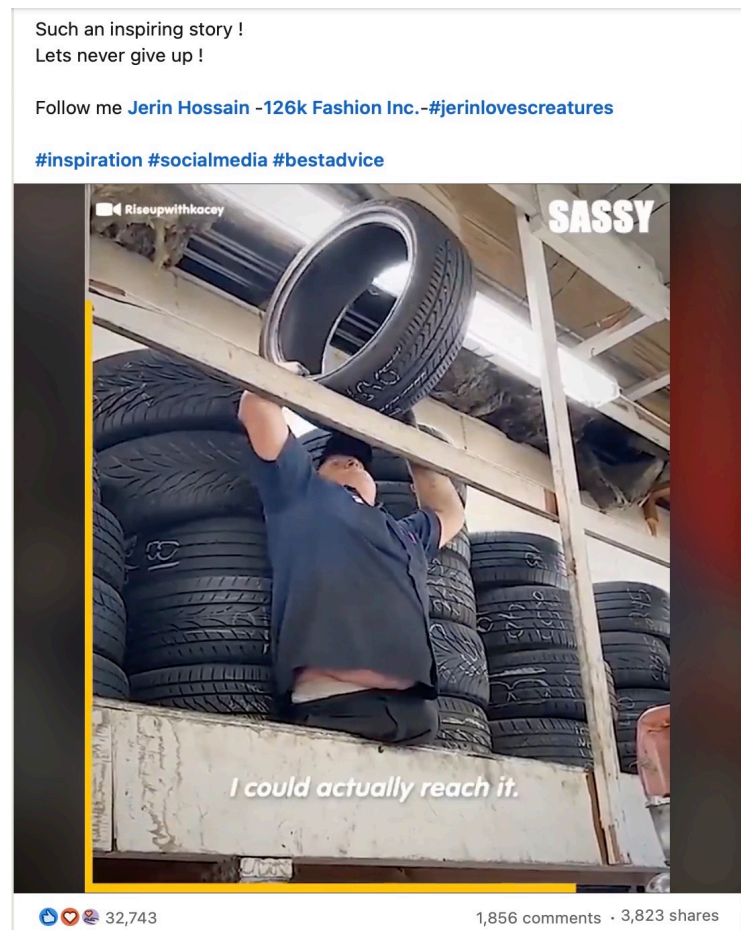
- Best Day to Get Motivated

## Quotes & Real Stories

- Talk the Talk & Walk the Walk

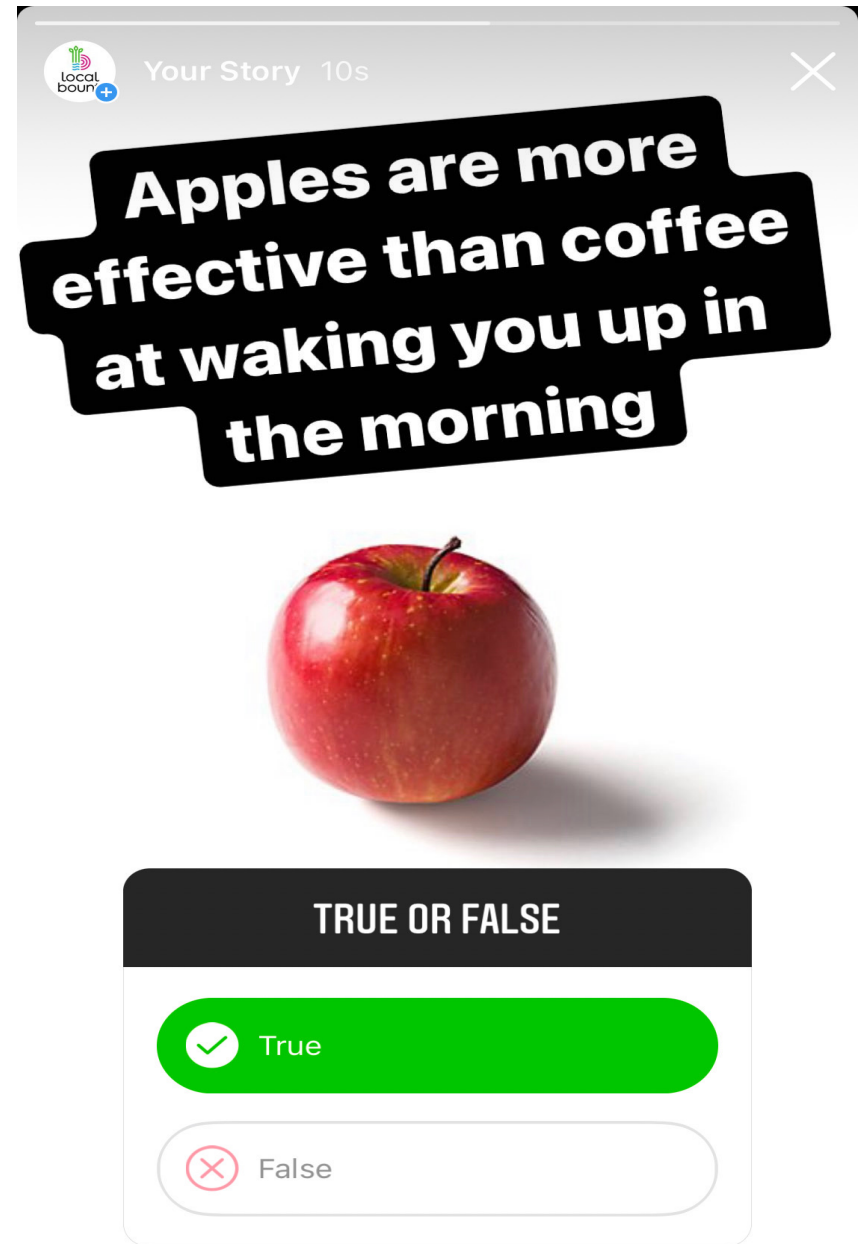
## User-Generated Content

- Future Goal (Influencers)



# Post Example #2

*Trivia Tuesday*



## Instagram Stories

*Interactive*

- Questions
- Polls

## Nutritional Facts & Figures

- Did You Know?
- On This Day...
- Here Are A Few Tips...

# Post Example #3 - #supportlocal

Consumer Attainment



## Emotional Connection

Shed Light on Suffering Local Markets



## Personal Stories

In Their Own Words



## Reach Out

Give Them A Voice

**Primo Pizza NY**  
February 3 · 🌐

Dear loyal primo customers, we thank you for supporting our family business for over 30 years, due to unforeseen circumstances we are forced to close our doors. We sincerely appreciate all the love and support from our community and thank you all dearly!  
-Josephine, Ashley, And the Primo Pizza Family

😞❤️👍 38      36 Comments 8 Shares

👍 Like      💬 Comment      ➦ Share

Most relevant ▾

Write a comment... 😊 📷 GIF 🗨️

**Jo-Ann Bonavero-Usack**  
So sorry 😞  
You will be missed!  
A customer for at least 30 yrs... [See more](#)

Like · Reply · 44w 🗨️ 1





# Post Example #4 - Who We Are

Local Bounti  
1,877 followers  
3w · 🌱

Local Bounti is thrilled to announce that today Local Bounti is officially a public company! This milestone marks the start of a new chapter in agriculture. We've expanded our mission to provide EVERYONE with access to delicious, sustainably grown leafy greens that last for weeks. We're so excited to invite you along on our game-changing journey to reduce food waste and bring transparency and accountability to your leafy greens. Let's #TurnaNewLeaf into a Public Company together! Go #LOCL!



Keep Informed

The Process

What We Can Do For You

Brand Identity and Consumer Attainment



# Overview

# January 2022

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	1
2	3 #motivationalmonday	4 #triviatuesday	5 #supportlocal	6 #whoweare	7	8
9	10 #motivationalmonday	11 #triviatuesday	12 #supportlocal	13 #whoweare	14	15
16	17 #motivationalmonday	18 #triviatuesday	19 #supportlocal	20 #whoweare	21	22
23	24 #motivationalmonday	25 #triviatuesday	26 #supportlocal	27 #whoweare	28	29
30	31 #motivationalmonday	1	2	3	4	5