

# Social Media Content Calendar

## RESOLVE

### CONTENT

RE-INTRODUCE RESOLVE

HINT ON NEW PROJECT?

POLL RESPONSE

CONFERENCE POSTS

**REEL**

**REEL**

**HAPPY HOLIDAYS POSTER**



**TEASER ON PROJECT AUDE**

**INTRODUCE TRIVIA**

**TEASER ON PROJECT AUDE**

**MORE DETAILS ON TRIVIA**

**TRIVIA DAY**

**INTRODUCE PROJECT AUDE**

**PURCHASING PROJECT AUDE FROM THE  
BOOKSTORE**

**PROMOTE TRIVIA**

**POST TRIVIA WINNERS**

**GAME NIGHT GRAPHICS**

**PICTURES FROM FORMAL LAUNCH**

**HOW TO PLAY PROJECT AUDE  
BOOKSTORE**

**FUN FACTS ABOUT PROJECT AUDE**

**Re- introductory phase- Once a week - Wednesday**

**Pre-**

## **POST EXPLANATION**

**Re-introduce resolve for the new session. An image, or a video with the group image as post cover photo.**

**Use a poll or Q/A to engage people on the pages by asking about what they think the This would include responding to the poll answers, and maybe a little information about project Aude. We might need a video or graphics for this.**

**Image post about conference details like name, date, place, and a little description.**

**A post recording a video of each team member introducing ourselves, our role, and a fun fact about Resolve.**

**A post asking each team member what game we hope to play during the holiday or what game recommendations we have.**

**Graphics saying "Happy Holidays from all of us at Resolve" and maybe include a Rabbit Hole that can be used later during ARG?**

**HAPPY HOLIDAYS, TEAM!!!**

**Teaser hinting at Project Aude's launch to make our audience anticipate the new game.**

**A reel that captures what the Trivia is about, the location, time.**

**SCRIPT: [P1 + P2]: Playing tabletop game while listening to music from the 60s.**

**[P3]: (Walks in) Hey, I know that song. it's my favorite from the 60s.**

**[P1 + P2 + P3]: Sing together.**

**[P3]: (Goes ahead to sit and scroll through phone. Comes across Trivia poster) Speaking of the 60s, there's a Decades Trivia organized by Resolve that would be happening every Tuesday from the 28th of January - the 18th of February.**

**[P4]: (Gives more details about Trivia... ) You don't want to miss it!**

**A poster saying "There's been a fire in the UNB'S Archives. Project Aude is coming to save UNB's History!"**

**Promotional poster highlighting the days, time, location and other details about the Trivia.**

**Story post reiterating the location and time. Could be a repost of the previous poster.**

**POST PROFESSIONAL VIDEO- A reel explaining what project Aude is about and talking about how excited we are about the launch of project Aude. It should try to give that personalized target feel. We could include the 3D image or animation of the game and details about the game.**

**A directional video of where to find project Aude on campus.**

**Post a video and picture compilation of 70s Trivia and people in action.**

**Post pictures of winners from the 70s and 80s Trivia night.**

**Graphics with game night details.**

**Post pictures from Project Aude's Fornal launch.**

**A reel and Youtube video of the team playing Project Aude. A step-by-step guide through project Aude's rulebook.**

## POSTING SCHEDULE

2024-11-06

2024-11-13

2024-11-20

2024-11-27

2024-12-04

2024-12-11

2024-12-18



2025-01-10

2025-01-15

2025-01-20

2025-01-22

2025-01-28

2025-01-30

2025-02-05

2025-02-10

2025-02-14

2025-02-17

2025-02-26

2025-03-05

## POST CAPTION

**Resolve is back!!!**

**You enjoyed puzzle pursuit? Guess what? We are starting this session with both familiar and new team members who are really excited to bring you something even more interesting. Curious about what we have in store for you? Stay tuned!**

**#resolve#gamedesigners#weareback#team#reintroduction**

**POLL 1: Which do you prefer? a. Card Games b. Board Games c.**

## POLL ANSWERS

**Let's play Catch Up with Resolve. Here's a glimpse of what we've been up to. On the 15th of June 2024, we presented a demo of our soon-to-launch game at the Canadian Game Studies Association's annual conference that took place from the 15th -18th of June. Also in October, Resolve's Group Coordinator Katie Roger attended the Atlantic Canadian Queer/Trans+ History Virtual Symposium where she presented on the underrepresentation of the 2SLGBTQIA+ community in conventional archival records. In addition, she discussed her research and the potential that tabletop games have in finding new ways to remedy historical biases and platform diverse voices for the 2SLGBTQIA+ community and beyond.**

**#Resolve#Cgsa#Gamedesigners#Gameswithresolve**

Have you ever wondered about what more Resolve has to offer? Get to know who we are, our individual roles, and some fun facts about Resolve! #Resolve#Meettheteam#Funfacts#Gamedesigners

Here are some of the games that our team at Resolve play with our families during the holiday! 🎁 What games do you play this season? Feel free to name them in the comment section as we would like to hear from you. Happy Holidays! 🎄🎁  
#resolve#gamedesigners#tabletopgames#meettheteam#holidays#games#holidaygames

Happy Holidays from all of us at Resolve! 🎄  
#resolve#gamedesigners#christmas#holidays#tabletopgames

Happy New Year to You! 🎉

As promised, we are bringing you something interesting and on that note, we are excited to announce that our new game is coming! Using this snippet as a guide, can you guess what the game is about? We would like to see your guesses in the comment section. 🎯

#resolve#gameswithresolve#tabletopgames#tabletopgamers

While you anticipate our new game, we are bringing you Decades Trivia(60s, 70s, 80s, and 90s) every Tuesday from the 28th of January until the 18th of February, 2025 at the Grad House. You should come! #trivia#resolve#gameswithresolve#tabletopgamers#tabletopgamedesigners

Have you heard about the fire in the Archives? Are you worried about UNB's History? Fear not, Project Aude is coming to the rescue! Stay tuned for updates. #ProjectAude#resolve#unb#gamedesigners#unbarchives.

Tuesdays(7pm) at the Grad House! It would be free and fun, so come with

Happening today!!!

A terrible fire struck UNB Archives and has led to the loss of important documents that record UNB's great history, but Project Aude is here to save the day! Here's all you need to know about how to make a purchase. Tell a friend to tell a friend that Project Aude is here! #projectAude#launch#unb#unbhistory#unbarchives#gamedesigners

**If you're not sure about where to purchase Project Aude, here's a directional video. You sure don't want to miss out on getting to know about UNB's history while you have fun playing with your friends!**

**If you were not at the Grad House for our Trivia last Tuesday, this is what you missed. If you could not come due to other commitments, the 80s Tivia night is coming up tomorrow. Plan ahead, and we would see you there! PS: Winner gets a copy of Project Aude and a gift card.  
#trivia#resolve#gameswithresolve#gamedesigners#triviatuesday**

**THE DECADES TRIVIA CHAMPIONS! 🏆 🎮**

**This team dominated all FOUR trivia nights! True legends! ✨ #  
decadestrivia#Resolve#triviachamps#projectaude#triviachallenge**

**Game Nights on Fridays are the best! Guess what? We are hosting a "Project Aude" game night on the 21st of February, and it would be fun! This is an opportunity for you to see and play our new game, and probably meet new people. Update your calendar, because you wouldn't want to miss this one.**

**It's official! Project Aude has been formally launched. You can still purchase a copy from the Fredericton campus bookstore and from Etsy (link in our bio). Project Aude gives you the opportunity to learn about UNB's history while you have fun playing it with friends and family.**

TO DO	MEDIUM
N/A	PICTURE
N/A Get poll answers from story archives.	INSTAGRAM STORY POLLS INSTAGRAM STORY TEXTS
Get Images taken at conference.	IMAGES FROM CONFERENCE

Record Reel.

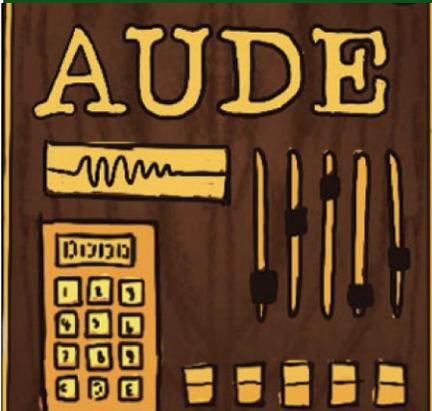
INSTAGRAM REEL

Record Reel.

INSTAGRAM REEL

1. DESIGN GRAPHICS

POSTER



POSTER

1.RECORD VIDEO  
TEAM ABOUT VIDEO DAY

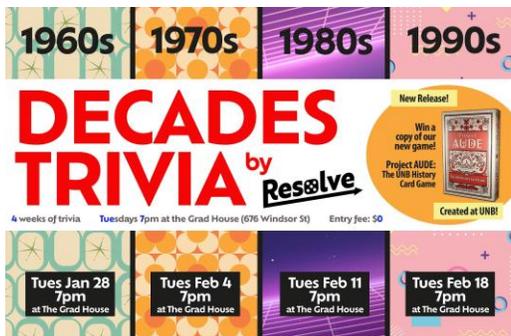
2.INFORM  
3. EDIT VIDEO

SHORT COMMERCIAL

1.RECORD VIDEO  
TEAM ABOUT VIDEO DAY

2.INFORM  
3. EDIT VIDEO

REEL AND POSTER



solve#gar

POSTER

REPOST PROMOTIONAL POSTER

VIDEO OR GRAPHICS

GET PROFESSIONAL PROMOTIONAL VIDEO

REEL

**SHOOT AND EDIT VIDEO.**

**REEL**

**SHOOT AND EDIT VIDEOS FROM TRIVIA**

**REEL**

**TAKE PICTURES OF WINNERS**

**PICTURES**

**EDIT GRAPHICS**

**GRAPHICS**

**TAKE PICTURES DURING LAUNCH AND GET  
PICTURES FROM THE ALUMNI  
PHOTOGRAPHER**

**PICTURES**

**REEL**

**REEL**

All Images and videos can be found under

**IMAGE AND VIDEO URLS**

**INSTAGRAM POST STATUS**

Group image from the drive was used .

POSTED

Instagram post and GIFS.

POSTED

Instagram story texts and GIFS

POSTED

<https://resolve-b7i6215.slack.com/archives/D07LNJCAU49/p1732027902587399>

POSTED

**Edited reel. Used capcut in editing.**

**POSTED**

**Edited reel using Capcut.**

**POSTED**

**Edited graphics with canva**

**POSTED**



**Edited graphics with canva**

**POSTED**

**Edited video with capcut.**

POSTED

**Suspended.**

DIDN'T POST

**Poster edited by Scott.**

POSTED

**Story Repost**

POSTED

**Professional Promotional Video.**

POSTED

**REEL**

POSTED

**Video edited with Capcut.**

POSTED

**Pictures have been uploaded to the 80S trivia  
folder.**

POSTED

[https://www.canva.com/design/DAGfeUsHTK0/pKmmX-D7Y5FpokrFbhtSQw/edit?utm\\_content=DAGfeUsHTK0&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGfeUsHTK0/pKmmX-D7Y5FpokrFbhtSQw/edit?utm_content=DAGfeUsHTK0&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

CANCELLED

**Some picture have been uploaded to the 80S  
trivia folder.**

POSTED

NOT POSTED

NOT POSTED

NOT POSTED

**FACEBOOK POST STATUS**

**POST NUMBER**

1

2

3

4

5

6

7



9

10

11

12

13

14

15

16

17

18

**LAST UPDATED BY WHO?**

ADEOLA  
ADEOLA

ADEOLA

ADEOLA

ADEOLA

ADEOLA

ADEOLA



ADEOLA

ADEOLA