

| SOCIAL PLATFORM         | DATE<br>(DAY/MONTH/YEAR) | TIME (EST)             | TOPIC  | CONTENT TYPE              | COPY  | ASSETS |
|-------------------------|--------------------------|------------------------|--|---------------------------|---|--------|
| <b>WEEK 1: THURSDAY</b> |                          |                        |  |                           |   |        |
| 5/5/2022                |                          |                        |  |                           |   |        |
| Instagram               |                          | 5:00-6:00 p.m.         | Admirable information about Asian Pacific American Women | Inspirational Video       | - a short video showing stylish Asian Pacific American women of Video<br>- text saying "Celebrating Asian Pacific American Women In Style"                          |        |
| Facebook                |                          | 9:00 a.m. - 2:00 p.m., | A meme about small business owners not taking a day off  | Funny GIF                 | - The Rock in the taxi meme suprised that small business owner  | Meme   |
| TikTok                  |                          | 5:00-6:00 p.m.         | Admirable information about Asian Pacific American Women | Inspirational Video       | - a short video showing stylish Asian Pacific American women of Video<br>- text saying "Celebrating Asian Pacific American Women In Style"                          |        |
| <b>WEEK 1: FRIDAY</b>   |                          |                        |  |                           |   |        |
| 5/6/2022                |                          |                        |  |                           |   |        |
| Instagram               |                          | 9:00 a.m. - 2:00 p.m., | How they wore it - (Teacher Appreciation Week version)   | Teachers Fashion Cat Walk | - We need to invite teachers to cat walk competition a month prior<br>- Post the video on instagram and TikTok<br>- Ask followers to vote on who wins for a praise. |        |
| Facebook                |                          | 5:00-6:00 p.m.         | Reminder of Coming Mothers Day and how they're loved     | Mother's Day Sale         | - A photo of mothers of all sizes with their kids<br>- A text that reads "to all moms, we love you!"  | Photo  |
| TikTok                  |                          | 9:00 a.m. - 2:00 p.m., | How they wore it - (Teacher Appreciation Week version)   | Teachers Fashion Cat Walk | - We need to invite teachers to cat walk competition a month prior<br>- Post the video on instagram and TikTok<br>- Ask followers to vote on who wins for a praise. |        |