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| Indicates pre-drafted content with key messaging or actions. | | | | |
| DDD Social Editorial Calendar - April 2012 | | | | |
| Monday | Tuesday | Wednesday | Thursday | Friday |
| 2 | 3 | 4 | 5 | 6 |
| <p>On Pinterest: Pin two "Easter Inspired" images from DDD photo archive, followers or general web.</p> <p>On Facebook: “Don’t forget - we’ll be awarding one lucky new fan a beautiful tote from Stitch - Holly Aiken Bags, a colorful gardening trowel from Brook Farm General Store and a bag of assorted summer-flowering bulbs. It only takes 60 seconds to enter! Check out the Green Thumb Giveaway on top of our timeline.”</p> <p>On Twitter: Respond to 1 or 2 gardening, fashion, or family conversations. Offer reminder about Giveaway.</p> | <p>On Pinterest: Pin two "Easter Inspired" images from DDD photo archive, followers or general web.</p> <p>On Facebook: Monitor for questions or comments.</p> <p>On Twitter: Respond to 1 or 2 gardening, fashion, or family conversations.</p> | <p>On Pinterest: Pin two "Easter Inspired" images from DDD photo archive, followers or general web.</p> <p>On Facebook: "Easter is only a few days away! Need help with last minute decorating? Check out our Pinterest Board for activities and ideas using the power of cut flowers and summer-flowering bulbs: [link to Pinterest]"</p> <p>On Twitter: Respond to 1 or 2 gardening, fashion, or family conversations.</p> | <p>On Pinterest: Pin two "Easter Inspired" images from DDD photo archive, followers or general web.</p> <p>On Pinterest: Pin two "Easter Inspired" images from DDD photo archive, followers or general web.</p> <p>On Facebook: Monitor for questions or comments.</p> <p>On Twitter: Respond to 1 or 2 gardening, fashion, or family conversations.</p> | <p>On Pinterest: Pin two "Easter Inspired" images from DDD photo archive, followers or the general web.</p> <p>On Facebook: “Marcy here! I don’t know about you, but I can’t wait for Sunday. Most of our neighbors will be doing the same old Easter Egg hunt, but we’re doing something special. Instead of hunting for eggs filled with candy, our kids will be hiding eggs filled with bulbs! We’ve filled Easter Egg shells with small summer-flowering bulbs, and will spend the afternoon nestling them into their new homes. I can’t think of a better way to celebrate spring!”</p> <p>On Twitter: Respond to 1-2 gardening, fashion or family conversations. Share Marcy’s Easter idea from Facebook.</p> |
| 9 | 10 | 11 | 12 | 13 |
| <p>On Pinterest: Pin two "Spring Inspired" images from DDD photo archive, followers or general web.</p> <p>On Facebook: “Juliana here! Do you realize what time it is? It’s the final week of our Green Thumb Giveaway! Remember, all you need is 60 seconds to enter our simple sweepstakes. You could win a selection of flower bulbs, a stylish gardening trowel and a beautiful tote from Stitch - Holly Aiken Bags. I'll just be over here, bright green with fashion envy...”</p> <p>On Twitter: Respond to 1 or 2 gardening, fashion, or family conversations. Offer reminder about Giveaway.</p> | <p>On Pinterest: Pin two fashion images from DDD photo archive, followers or the general web.</p> <p>On Facebook: Monitor for questions or comments.</p> <p>On Twitter: Respond to 1-2 gardening, fashion, or family conversations.</p> | <p>On Pinterest: Pin two fashion images from DDD photo archive, followers or the general web.</p> <p>On Facebook: Seek out and post one “Spring Fashion” article that highlights color and/or flowers in fashion.</p> <p>On Twitter: Respond to 1-2 gardening, fashion, or family conversations. Share spring fashion article.</p> | <p>On Pinterest: Pin two fashion images from DDD photo archive, followers or the general web.</p> <p>On Facebook: Monitor for questions or comments.</p> <p>On Twitter: Respond to 1-2 gardening, fashion, or family conversations.</p> | <p>On Pinterest: Pin two "Spring Inspired" images from DDD photo archive, followers or general web.</p> <p>On Facebook: “It’s the last day of our Green Thumb Giveaway! Quick - share with friends or family and encourage them to take 60 seconds to enter. They could win a tote from Stitch - Holly Aiken Bags and bulb-planting supplies!”</p> <p>On Twitter: Respond to 1 or 2 gardening, fashion, or family conversations. Offer reminder about Giveaway.</p> |
| 16 | 17 | 18 | 19 | 20 |
| <p>On Pinterest: Pin two “Earth Day” images from DDD photo archive, followers or the general web.</p> <p>On Facebook: Announce winner of Green Thumb Giveaway.</p> <p>On Twitter: Respond to 1-2 gardening, fashion or family conversations. Share Green Thumb Giveaway winner.</p> | <p>On Pinterest: Pin two “Earth Day” images from DDD photo archive, followers or the general web.</p> <p>On Facebook: Monitor for questions or comments.</p> <p>On Twitter: Respond to 1-2 gardening, fashion, or family conversations.</p> | <p>On Pinterest: Pin two “Earth Day” images from DDD photo archive, followers or the general web.</p> <p>On Facebook: Seek out and post one “Earth Day” article that shares fun, simple ideas for family activities.</p> <p>On Twitter: Respond to 1-2 gardening, fashion or family conversations. Share “Earth Day” article.</p> | <p>On Pinterest: Pin two “Earth Day” images from DDD photo archive, followers or the general web.</p> <p>On Facebook: Monitor for questions or comments.</p> <p>On Twitter: Respond to 1-2 gardening, fashion, or family conversations.</p> | <p>On Pinterest: Pin two "Spring Inspired" images from DDD photo archive, followers or the general web.</p> <p>On Facebook: “This Sunday is Earth Day! What better way is there to celebrate than to dig and drop your favorite summer bulbs? Ok, ok, there are LOTS of ways to promote a healthy earth. What will you be doing this weekend?"</p> <p>On Twitter: Respond to 1-2 gardening, fashion or family conversations. Share Earth Day reminder.</p> |
| 23 | 24 | 25 | 26 | 27 |
| <p>On Pinterest: Pin two “Spring Inspired” images from DDD photo archive, followers or the general web.</p> <p>On Facebook: Monitor for questions or comments.</p> <p>On Twitter: Respond to 1-2 gardening, fashion or family conversations.</p> | <p>On Pinterest: Pin two “Spring Inspired” images from DDD photo archive, followers or the general web.</p> <p>On Facebook: “What a week! We started off with Earth Day on Sunday, and in a couple more we’ll have Arbor Day. This is Evelyn, and I can’t tell you how many sunny afternoons my husband Donald and I have enjoyed out in our garden, surrounded by a sea of flowering bulbs and a canopy of beautiful trees. What trees beautify your yard?”</p> <p>On Twitter: Respond to 1-2 gardening, fashion or family conversations. Share Evelyn’s Arbor Day question.</p> | <p>On Pinterest: Pin two “Spring Inspired” images from DDD photo archive, followers or the general web.</p> <p>On Facebook: Monitor for questions or comments.</p> <p>On Twitter: Respond to 1-2 gardening, fashion or family conversations.</p> | <p>On Pinterest: Pin two “Spring Inspired” images from DDD photo archive, followers or the general web.</p> <p>On Facebook: “Evelyn certainly said it best— trees make a beautiful, healthy and positive environmental impact on all of our lives. Get outside this weekend and plant some more! (and while you’re at it, try circling the bases of your new trees with cheerful, summer-flowering bulbs) Here are some events that could inspire you: [link to Eventbrite list of planting activities]"</p> <p>On Twitter: Respond to 1-2 gardening, fashion or family conversations. Share Eventbrite list of planting activities.</p> | <p>On Pinterest: Pin two “Spring Inspired” images from DDD photo archive, followers or the general web.</p> <p>On Facebook: Monitor for questions or comments.</p> <p>On Twitter: Respond to 1-2 gardening, fashion or family conversations.</p> |
| 30 | | | | |
| <p>On Pinterest: Pin two “Spring Inspired” images from DDD photo archive, followers or the general web.</p> <p>On Facebook: Share an inspiring image or how-to photo from Pinterest.</p> <p>On Twitter: Respond to 1-2 gardening, fashion or family conversations. Share an inspiring image or how-to photo from Pinterest.</p> | | | | |