

# Content Calendar

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# Research and Strategy

## Chosen Platforms:



Poly. is an app that is made specifically for bigger organizations to have a more effective way for its members to acquire information directly from the source.

That being said, the target audience for Poly is the leadership of those organizations. For example, CEOs, city officials, and presidents of institutions and establishments.

After doing some research I concluded that the more common platforms to use, among this specific target audience, are Facebook and LinkedIn.

The reason I chose Facebook as one of the platforms that Poly should focus in on is because it is still the most widely used social media platform and the largest demographic on the app are men and women between the ages of 25 and 34. That being said, Poly's main target audience are using facebook several days out of the week

I also looked into Poly's social media strategies and the platforms are already being utilized and it seems that LinkedIn has been a very successful way to get their name out. The business front of LinkedIn gives this platform give it the benefit of having business and efficiency focused people on the App that will be a very beneficial to advertise Poly to their target market.

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## Problems to address:

Brand Awareness

Creating consistent content

## Strategy:

To create consistent content and utilize the companies already with Poly. to spread brand awareness.

Posts include - Thursday thoughts, new incentives for current clients, originality content, and quotes. Daily replying and interacting with people on both platforms.







# Content Calendar: 6/20-6/26

Day/Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:00-11:00		<p>Why Poly? Post: 8am</p>			<p>Thursday thoughts Youtube highlight Post: 10am</p>	<p>#TT Quote Post: 8am</p> <p>Facebook Poll Post: 8am</p>	
11:00-2:00	<p>Father's Day Post: 1pm</p>				<p>Thursday thoughts Youtube highlight Post: 12pm</p>	<p>both platforms: respond to and interact on posts</p>	
2:00-5:00	<p>both platforms: respond to and interact on posts</p>	<p>Why Poly? Post: 3pm</p>		<p>Poly. quote Post: 3:30pm</p>	<p>both platforms: respond to and interact on posts</p>		<p>both platforms: respond to and interact on posts</p>
5:00-8:00		<p>both platforms: respond to and interact on posts</p>	<p>both platforms: respond to and interact on posts</p>	<p>both platforms: respond to and interact on posts</p>			



# Timing and Frequency of Posts

## Facebook:

The frequency of posts on Facebook throughout the week is very critical when it comes to getting the company's name out to their target demographic. Poly should be posting on Facebook several times throughout the week and at least interacting with people on the platform every day.

This is because Poly has a lot of appealing things to offer, but not many people have heard of it at all. So the more interaction Poly has on this platform the better.

As for the timing of each post I took into account the day of the week, the stats of when the majority of people are on the app, and the post itself.

6/20 Sunday: Statistics show that there are more people on Facebook between the hours of 9am and 3pm so I scheduled this post sometime between 11am-2pm to get the most amount of engagement.

6/21, 6/23 Monday, Wednesday: For weekdays, more people are statistically known for to be on Facebook at around 3pm and because these posts are more directed to get the name of Poly out, I scheduled them for anytime between 2pm-5pm.

6/23-6/25 Thursday - Friday: The Thursday Highlight reel would be posted at 10am due to it promoting their series on Youtube and Friday's poll would be need to be posted at 8am so that the polls will receive as many responses as possible.

## LinkedIn

The frequency of post of LinkedIn throughout the week is not as crucial as Facebook because it is not necessarily a platform that people will get on just to scroll for fun. However it is still important for Poly to utilize this platform in other ways. Each of the post scheduled on this platform are very informative so that they will help draw attention to the company as a whole. I have it so that there are three different posts throughout the entire week.

6/21, 6/25 Monday and Friday: I scheduled both of these posts in the 8am-11am slot, but the intention is for both of them to be posted at 8am because that is one of the times people are mostly on LinkedIn and both of these posts are either informative or rewarding.

6/25 Thursday: Due to this posts being more of a promoting post I have it scheduled for the 11am-2pm slot with the intention of posting it at about noon because statistically this is also one of the times in the day that people are on LinkedIn.

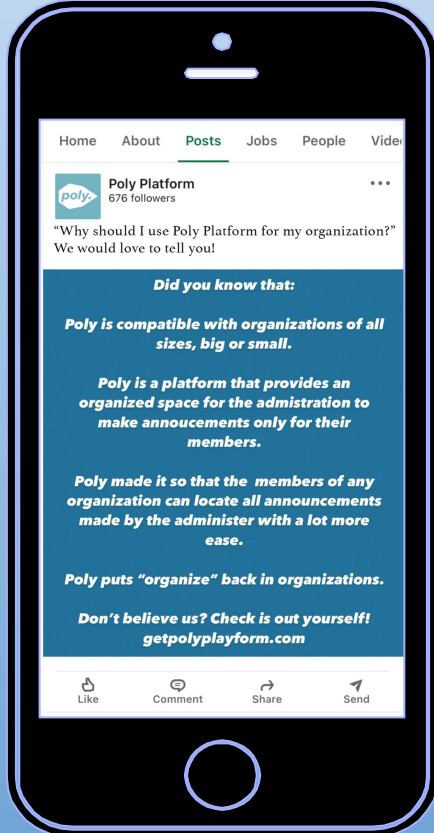


## Both:

This is mainly for Facebook but is applicable for LinkedIn as well. It is a designated time for Poly to every single day to interact with people. This includes replying to comments on posts during the day as well as responding to direct messages. This helps build trust in the company and makes it more personable so that Poly can have several opportunities to build brand awareness. The timing throughout the days is designated to be at least 2 hour after each post Poly makes on Facebook and LinkedIn to see the interaction that they received from that post.

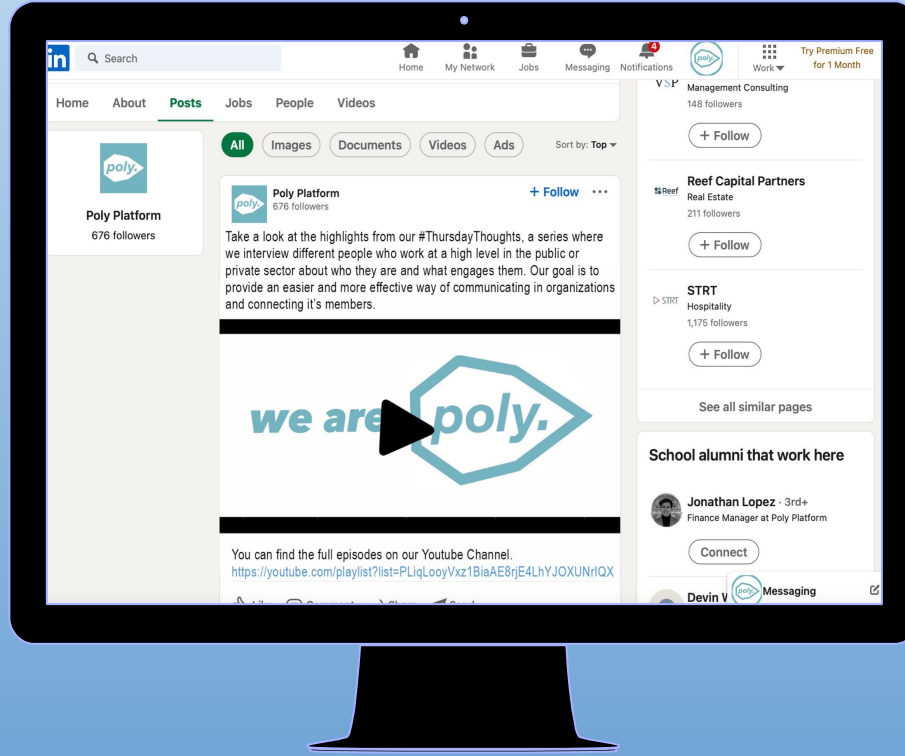
# in LinkedIn Content

Why Poly?



Thursday thoughts highlight

The Thursday Thought highlight reel video will be added separately.



Rex Facer  
Quote

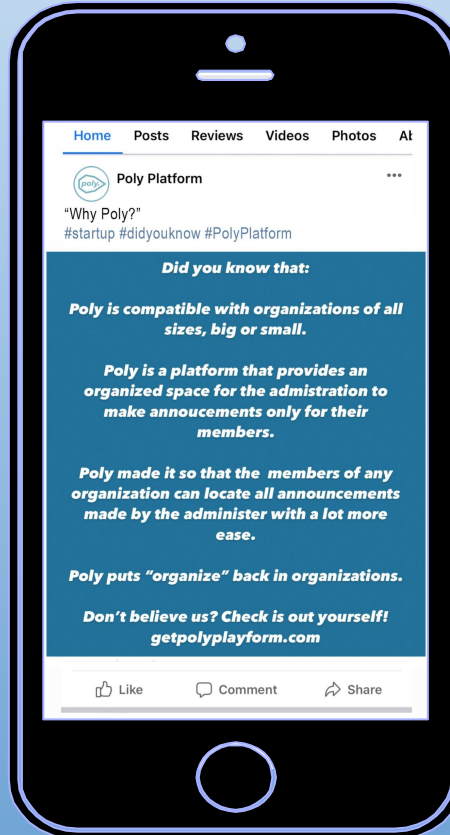


# Facebook Content

## Father's Day (FB Story)



## Why Poly?



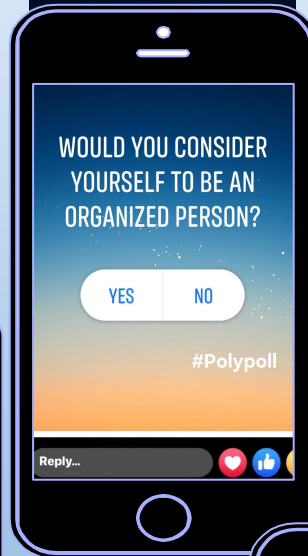
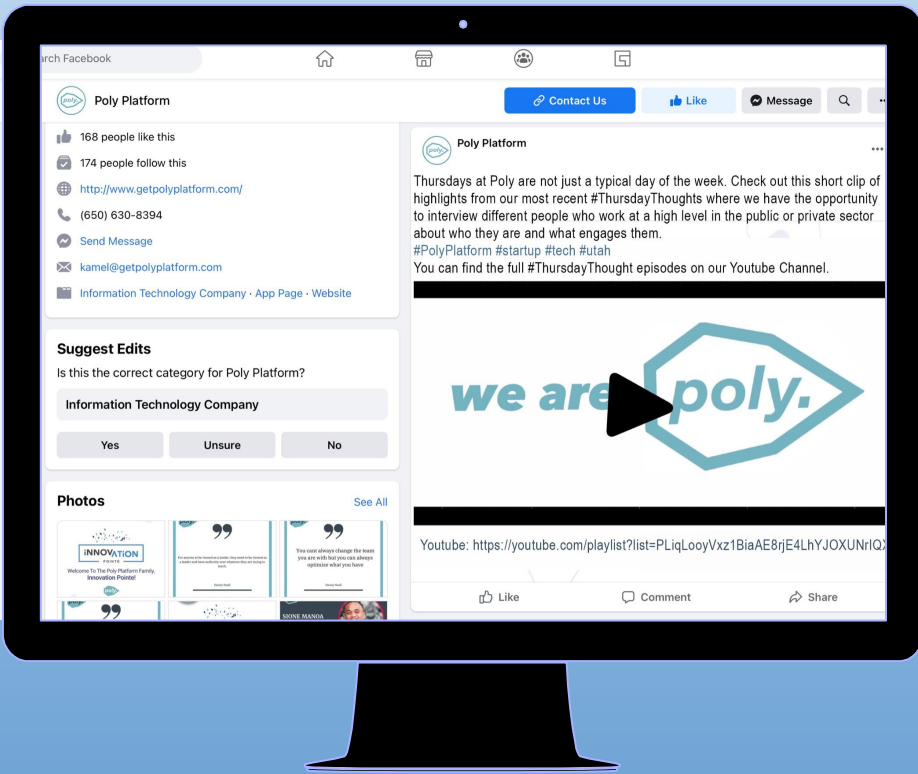
## Poly quote



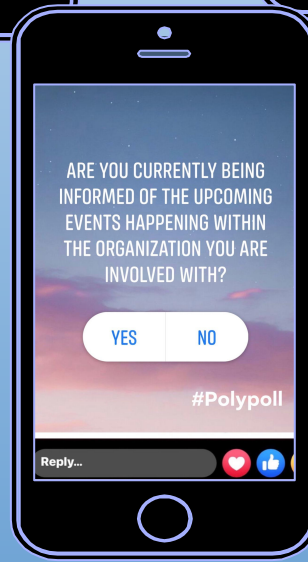
# Facebook Content

## Thursday thoughts highlight

The Thursday Thought highlight reel video will be added separately.



## Facebook Story Polls



# Text for Posts



**Why Poly:** “Why Poly?” #startup #didyouknow #PolyPlatform

**Poly Quote:** Just a reminder that we have one another for a reason! The more united we are, the more we can achieve.

#unite #quote #inspiring #startup #PolyPlatform

## **#ThursdayThoughts Highlights:**

Thursdays at Poly are not just a typical day of the week. Check out this short clip of highlights from our most recent #ThursdayThoughts where we have the opportunity

to interview different people who work at a high level in the public or private sector about who they are and what engages them.

#PolyPlatform #startup #tech #utah

You can find the full #ThursdayThought episodes on our Youtube Channel.



**Why Poly:** “Why should I use Poly Platform for my organization?”

We would love to tell you!

## **#ThursdayThoughts Highlights:**

Take a look at the highlights from our #ThursdayThoughts, a series where we interview different people who work at a high level in the public or private sector about who they are and what engages them. Our goal is to provide an easier and more effective way of communicating in organizations and connecting it's members.

## **#ThursdayThought Quote:**

Recently we had the privilege of having government expert, Rex Facer on #ThursdayThoughts. He reminded us of how crucial it is for us to be a uniting voice for those who do not have one.

## **Carefully Crafted:**

All the text used in the social media posts are carefully crafted to match the audience of the app. For example, LinkedIn has a more serious tone because it is a more serious platform whereas Facebook can has some more fun and light hearted posts to promote the company.





# Content Library

HAPPY FATHER'S DAY TO ALL OF THE FATHER AND FATHER FIGURES! WE APPRECIATE YOU!

LOVE THE POLY PLATFORM FAMILY

HAVE YOU EVER LOST AN IMPORTANT EMAIL FROM AN ORGANIZATION YOU ARE INVOLVED WITH?

YES NO

#Polypoll

ARE YOU CURRENTLY BEING INFORMED OF THE UPCOMING EVENTS HAPPENING WITHIN THE ORGANIZATION YOU ARE INVOLVED WITH?

YES NO

#Polypoll

WOULD YOU CONSIDER YOURSELF TO BE AN ORGANIZED PERSON?

YES NO

#Polypoll

WOULD YOU PREFER THAT THE ORGANIZATION YOU CURRENTLY BELONG TO HAD ONE PLATFORM WHERE THEY POSTED ANY AND ALL OF THEIR ANNOUNCEMENTS?

YES YES

#Polypoll

**Did you know that:**

***Poly is compatible with organizations of all sizes, big or small.***

***Poly is a platform that provides an organized space for the administration to make announcements only for their members.***

***Poly made it so that the members of any organization can locate all announcements made by the administrator with a lot more ease.***

***Poly puts "organize" back in organizations.***

***Don't believe us? Check it out yourself!***  
[getpolyplatform.com](https://getpolyplatform.com)

**poly.** ”

People often don't know what they don't know, and they don't know ways that they can let their voice be heard, and that it can actually resonate and make a difference.

— Rex Facer —  
[getpolyplatform.com](https://getpolyplatform.com)

**poly.** ”

Where there is UNITY there is always VICTORY.

— Publilius Syrus —  
[getpolyplatform.com](https://getpolyplatform.com)

Here is the link to the Thursday Thoughts highlights video: <https://youtu.be/FZm30YOKvDY> (It is on as an "unlisted" video so only people with the link can see it).