

WHEN	WHERE		WHAT		IMAGE/LINK/ VIDEO
	Date Time		Category	Content	
MONDAY					
Instagram					
	11/11	9 a.m.	This Instagram post highlights flavours! healthy breakfasts that are available to customers. The post prompts viewers to follow the Instagram to learn more about dieting and about breakfast items.		Greenery is depicted and a dish is included in the post. The dish is an egg and avocado toast, which is a breakfast option available at flavours!

	11/11	2 p.m.	This post is announcing the company being named one of the 200 Best Companies to Work for in the United States		The post includes a graphic of flavours! meals
	11/11	3 p.m.	This post is another graphic urging viewers to follow the Instagram to learn more about flavours!		The post includes a graphic of founder Emma Becker
	11/11	4 p.m.	This post is a story post that Instagram features Emma Becker talking about the hardships of being a mother and struggling to balance her diet, but using flavours! to help her find that balance.		The post shows Emma Becker speaking
	11/12	9 a.m.	This post is another post about breakfast items that flavours! sells		Picture of an omelet
	11/12	4 a.m.	This post highlights the most purchased meal of the month from the website		Picture of the meal
Facebook					
	11/11	11 a.m.	Announcement that the Association of Minority Group Managers has named flavours! a Top Company for Employee Diversity		Picture of workers for flavours!
	11/11	1 p.m.	Announcement that Emma Becker is having a Facebook live event where she will be talking about the importance of diet without restrictions		Picture of Emma Becker
	11/11	3 p.m.	This post highlights the most purchased meal of the month from the website		Picture of the meal
	11/11	4 p.m.	This post talks about Emma Becker’s home life and how flavours! has helped her to find a balance		Picture of Becker and her children
	11/12	9 am	This post talks about the importance of starting the morning with flavours!		Picture of breakfast
	11/12	4 pm	This post talks about employee well-being and that a balanced mind is important		Video of an employee talking about well-being

	11/12	4 p.m.	200 Best Companies to Work for Announcement	Celebrating companywide accomplishment	Companywide photo mosaic
Twitter					
	11/11	10 a.m.	CEO Lifetime Achievement Award Announcement of her Lifetime Achievement Award	Congratulations to CEO Emma Becker	Picture of Emma Becker w/ link to Thank you video
	11/11	12 pm	Post announcing the launch of five new lunch items		Picture and description of the new lunch items
	11/11	1 pm	Story post asking viewers what their favorite meal of the day is		Graphic showing breakfast, lunch and dinner
	11/11	3 pm	Post aimed at kids. Even though flavours! was created by a mom and is targeted to older adults, this post explains the benefits of children also having a healthy diet		Infographic about children's diet
	11/11	5 pm	Post about different dinner options		Picture showing the different dinner options
	11/11	8 pm	Post about the dessert options, showcasing that dieting doesn't mean that you don't get to enjoy your guilty pleasures.		Pictures showing the dessert options

	9/27	3 p.m.	200 Best Companies to Work for Announcement	Celebrating companywide accomplishment	Employee photo and testimonial on company environment
TUESDAY					
Facebook					
	11/13	9 a.m.	Top Company of Employee Diversity Announcement	Highlighting the importance of diversity the workplace and how Flavours embodies diversity	Employee video talking about diversity
	11/11	11 a.m.	An announcement that the Association of Minority Group Managers has named flavours! a Top Company for Employee Diversity		Picture of workers for flavours!
	11/11	1 p.m.	Announcement that Emma Becker is having another Facebook live event where she will be talking about the importance of having a passion for diet		Picture of Emma Becker
	11/11	3 p.m.	This post highlights the most purchased meal of the month from the website		Picture of the meal
	11/11	4 p.m.	This post talks about Emma Becker's home life and how flavours! has helped her to find a balance		Picture of Becker and her children
	11/12	9 am	This post talks about the importance of starting the morning with flavours!		Picture of breakfast
	11/12	4 pm	This post talks about employee well-being and that a balanced mind is important		Video of an employee talking about well-being

Instagram					
	11/13	11 a.m.	Top Company of Employee Diversity Announcement	Highlighting the importance of diversity in the workplace and how Flavours embodies diversity as one of its core values	Photo of a group of employees. One employee shares a quote then the next slide with their picture
	11/11	2 p.m.	This post is announcing the company being named one of the 200 Best Companies to Work for in the United States		The post includes a graphic of flavours! meals
	11/11	3 p.m.	This post, again is another graphic urging viewers to follow the Instagram to learn more about flavours!		The post includes a graphic of founder Emma Becker
	11/11	4 p.m.	This post is a story post that Instagram features Emma Becker talking about the hardships of being a mother and struggling to balance her diet, but using flavours! to help her find that balance.		The post shows Emma Becker speaking
	11/12	9 a.m.	This post is another post about breakfast items that flavours! sells		Picture of an omelet
	11/12	4 a.m.	This post highlights the most purchased meal of the month from the website		Picture of the meal
Twitter					
	11/13	10 a.m.	Top Company of the year for Employee Diversity. This post is Highlighting the importance of diversity in the workplace		Employee photo with a quote about the importance of diversity
	11/11	10 a.m.	CEO Lifetime Achievement Award Announcement	Congratulations to CEO Emma Becker on her Lifetime Achievement Award	Picture of Emma Becker w/ link to Thank you video
	11/11	12 pm	Post announcing the launch of five new lunch items		Picture and description of the new lunch items
	11/11	1 pm	Story post asking viewers what their favorite meal of the day is		Graphic showing breakfast, lunch and dinner

	11/11	3 pm	Post aimed at kids. Even though flavours! was created by a mom and is targeted to older adults, this post explains the benefits of children also having a healthy diet	Infographic about children's diet
	11/11	5 pm	Post about different dinner options	Picture showing the different dinner options
	11/11	8 pm	Post about the dessert options, showcasing that dieting doesn't mean that you don't get to enjoy your guilty pleasures.	Pictures showing the dessert options