

| Date | Activity | Goal | Platforms |
|------|---|---|------------------|
| | Introduction to SPRINT PROGRAM | Raise awareness and generate interest | Facebook / Insta |
| | Meet the Start-Up Founders | Showcase mentors and build credibility | Facebook / Insta |
| | Highlighting Success Stories from Previous Programs | Demonstrate program effectiveness | Facebook / Insta |
| | Sharing Student Testimonials | Build trust through authentic experiences | Facebook / Insta |
| | Behind-the-Scenes: How Projects Are Chosen | Provide transparency and generate curiosity | Facebook / Insta |
| | Quote of the Day from an Industry Leader | Inspire and motivate followers | Facebook / Insta |
| | Infographic on Program Structure | Educate followers on program details | Facebook / Insta |
| | FAQ Session | Address common questions and concerns | Facebook / Insta |
| | Spotlight on a Current Project | Show real-time involvement and progress | Facebook / Insta |
| | Founder Interview Part 1 | Humanize the program through founder stories | Facebook / Insta |
| | Founder Interview Part 2 | Continue founder narrative and insights | Facebook / Insta |
| | Interactive Poll: What Innovation Interests You? | Engage audience and gather insights | Facebook / Insta |
| | Success Metric Highlight | Showcase program impact through numbers | Facebook / Insta |
| | Day in the Life of a SPRINT Student | Provide a relatable perspective | Facebook / Insta |
| | Testimonial from a Start-Up Founder | Add credibility from the founder's perspective | Facebook / Insta |
| | Sharing a Start-Up Success Story | Highlight the benefits of collaboration | Facebook / Insta |
| | Mid-Program Student Check-In | Share current experiences and learnings | Facebook / Insta |
| | Industry Trends and Insights | Position the program as industry-relevant | Facebook / Insta |
| | Quote of the Day from a Successful Entrepreneur | Inspire and align with entrepreneurial values | Facebook / Insta |
| | Behind-the-Scenes: Mentor Guidance | Showcase the support system within the program | Facebook / Insta |
| | How to Apply: Step-by-Step Guide | Simplify the application process | Facebook / Insta |
| | Student Collaboration Story | Highlight teamwork and collaborative success | Facebook / Insta |
| | Founder Q&A Live Session | Engage with real-time interaction and questions | Facebook / Insta |
| | Highlight on Program's Impact on Career Growth | Show long-term benefits for participants | Facebook / Insta |
| | Infographic on Start-Up Execution Process | Educate on start-up methodologies | Facebook / Insta |
| | Student Spotlight: Personal Growth | Share personal development stories | Facebook / Insta |
| | Highlight a Unique Project Challenge | Showcase problem-solving and innovation | Facebook / Insta |
| | Program Alumni Success Story | Show post-program success | Facebook / Insta |
| | Share a Key Takeaway from the Program | Provide valuable insights | Facebook / Insta |
| | Final Call to Action: Join the Next Cohort | Drive applications and participation | Facebook / Insta |