Social Media Plan 2015

Note: All scheduled times are GMT

HR1 - 0600 UK | 0700 EUR | 0900 ME | 1500 AUS | 0100 US-CA

HR2 - 1000 UK | 1100 EUR | 1300 ME | 1900 AUS | 0500 US-CA

HR3 - 1400 UK | 1500 EUR | 1700 ME | 2300 AUS | 0900 US-CA

HR4 - 1800 UK | 1900 EUR | 2100 ME | 0300 AUS | 1300 US-CA

HR5 - 2200 UK | 2300 EUR | 0100 ME | 0700 AUS | 1700 US-CA

**BLOG** – to be published every Friday at HR2

**TWEET** – tweet must only be 100 to 120 characters including the shortened URL.

**1st Tweet:**  Product Orientated

**2nd Tweet:** Blog of the week /

**3rd Tweet:** DOBB News (new product coming soon/preview, understanding DOBB technology, construction, competition, press release, product on sale, new developer using DOBB Bespoke Service, trivia, what’s happening at DOBB – team challenges, testimonials, events, old blog (if run out of contents))

**4th Tweet:** Another product

**5th Tweet:** Global or specific industry news ie news outside of the business. Eg charity or its upcoming events, new technology, blog or video interviews.

**FACEBOOK, PINTREST & GOOGLE + – once a day**. Same content taking these from Tweets.

**Fri**  - Blog of the week, competition announcement (if happens takes precedence)

**Sat** – Product

**Sun** – Product design, construction, features, testimonials

**Mon** – Staff at work, profile, trips etc

**Tue** – Trivia, global news, press release,

**Wed** – Another product or new product or ‘carrot dangling’

**Thu** – Manufacturer Supplier News.

**HASHTAGS** – to use across all four social network

#bespokebathrooms | #bathroomdesign | #design | #interiordesign | #bathroomchic | #interiorstyle | #bathroomdecor | #welovebathrooms

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| **DAY 1** | HR 1  0600 UK | 0700 EUR | 0900 ME | 1500 AUS | 0100 US-CA | HR 2 - 1000 GMT  1000 UK | 1100 EUR | 1300 ME | 1900 AUS | 0500 US-CA | HR 3 - 1400 GMT  1400 UK | 1500 EUR | 1700 ME | 2300 AUS | 0900 US-CA | HR 4 - 1800 GMT  1800 UK | 1900 EUR | 2100 ME | 0300 AUS | 1300 US-CA | HR 5 - 2200 GMT  2200 UK | 2300 EUR | 0100 ME | 0700 AUS | 1700 US-CA |
| **TWITTER** | **Tweet product**  Check out this Modern Frontline Pano Bath! <http://ow.ly/JRwaU> #bathroom #design | **Blog content**  The New Generation of Shower Wastes <http://ow.ly/INmLr> #geberit #bathroom #technology | **DOBB News** – We now supply #Kaldewei Steel Baths <http://ow.ly/JRwhJ> | **Tweet product**  Take a look at the Hudson Reed Mono Square Bath Tub <http://ow.ly/JRwmo> #bathroom #design | **News feed outside DOBB**  WOW! Grohe have really upped their game with this new product! <http://ow.ly/INnIo> |
| **FACEBOOK** |  | **Blog**  The New Generation of Shower Wastes <http://ow.ly/INmLr> | | | |
| **PINTREST**  **Important #**  **Same format as Twitter** |  | Pin the image of the Geberit Shower Waste and link to blog |  |  |  |
| **INSTAGRAM**  **Important #**  **Same format as Twitter** |  | IG image of shower waste and add link to blog |  |  |  |
| **G+**  **Important #**  **Same format as Facebook** |  | The New Generation of Shower Wastes <http://ow.ly/INmLr> |  |  |  |

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| **DAY 2** | HR 1  0600 UK | 0700 EUR | 0900 ME | 1500 AUS | 0100 US-CA | HR 2 - 1000 GMT  1000 UK | 1100 EUR | 1300 ME | 1900 AUS | 0500 US-CA | HR 3 - 1400 GMT  1400 UK | 1500 EUR | 1700 ME | 2300 AUS | 0900 US-CA | HR 4 - 1800 GMT  1800 UK | 1900 EUR | 2100 ME | 0300 AUS | 1300 US-CA | HR 5 - 2200 GMT  2200 UK | 2300 EUR | 0100 ME | 0700 AUS | 1700 US-CA |
| **TWITTER** |  |  |  |  |  |
| **FACEBOOK** |  |  | | | |
| **PINTEREST**  **Important #**  **Same format as Twitter** |  |  |  |  |  |
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| **DAY 3** | HR 1  0600 UK | 0700 EUR | 0900 ME | 1500 AUS | 0100 US-CA | HR 2 - 1000 GMT  1000 UK | 1100 EUR | 1300 ME | 1900 AUS | 0500 US-CA | HR 3 - 1400 GMT  1400 UK | 1500 EUR | 1700 ME | 2300 AUS | 0900 US-CA | HR 4 - 1800 GMT  1800 UK | 1900 EUR | 2100 ME | 0300 AUS | 1300 US-CA | HR 5 - 2200 GMT  2200 UK | 2300 EUR | 0100 ME | 0700 AUS | 1700 US-CA |
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| **G+**  **Important #**  **Same format as Facebook** |  |  |  |  |  |

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| **DAY 4** |  |  |  |  |  |
| **TWITTER** |  |  |  |  |  |
| **FACEBOOK** |  |  | | | |
| **PINETREST**  **Important #**  **Same format as Twitter** |  |  |  |  |  |
| **INSTAGRAM**  **Important #**  **Same format as Twitter** |  |  |  |  |  |
| **G+**  **Important #**  **Same format as Facebook** |  |  |  |  |  |

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| **DAY 6** | HR 1  0600 UK | 0700 EUR | 0900 ME | 1500 AUS | 0100 US-CA | HR 2 - 1000 GMT  1000 UK | 1100 EUR | 1300 ME | 1900 AUS | 0500 US-CA | HR 3 - 1400 GMT  1400 UK | 1500 EUR | 1700 ME | 2300 AUS | 0900 US-CA | HR 4 - 1800 GMT  1800 UK | 1900 EUR | 2100 ME | 0300 AUS | 1300 US-CA | HR 5 - 2200 GMT  2200 UK | 2300 EUR | 0100 ME | 0700 AUS | 1700 US-CA |
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| **DAY 7** | HR 1  0600 UK | 0700 EUR | 0900 ME | 1500 AUS | 0100 US-CA | HR 2 - 1000 GMT  1000 UK | 1100 EUR | 1300 ME | 1900 AUS | 0500 US-CA | HR 3 - 1400 GMT  1400 UK | 1500 EUR | 1700 ME | 2300 AUS | 0900 US-CA | HR 4 - 1800 GMT  1800 UK | 1900 EUR | 2100 ME | 0300 AUS | 1300 US-CA | HR 5 - 2200 GMT  2200 UK | 2300 EUR | 0100 ME | 0700 AUS | 1700 US-CA |
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| **INSTAGRAM**  **Important #**  **Same format as** |  |  |  |  |  |