





## Adam Rivers – Quinnipiac University – Module 4: Content Calendar


Week of June 17, 2018 – June 23, 2018

<b>Date</b>	6/17/18, morning
<b>Social Network</b>	Instagram
<b>Who is your target audience?</b>	All consumers that engage with the brand – mass appeal post for Father's Day
<b>Image</b>	
<b>Topic theme/topic at hand</b>	Our in-house brand ambassador, Josh, is traveling for Father's Day and not able to be home with his dad. This post provides a warm, fuzzy feeling to our audience while also providing the authenticity of a strong family relationship to the audience. It helps our followers feel like they know Josh, and are truly friends with him.
<b>The actual tweet/Facebook Text</b>	I'm on the road today getting ready for tomorrow's #MetroMonday iPhone giveaway, but I couldn't let the day go by without wishing my dad a Happy Father's Day. Thanks for always supporting me and my dreams. – Josh #MetroPCSJosh
<b>Links</b>	No links – just a branding post
<b>Influencers</b>	Using our in house influencer
<b>Results/Data</b>	

<b>Date</b>	6/17/18
<b>Social Network</b>	Facebook Live – video
<b>Who is your target audience?</b>	Young end audience that wants to win a new iPhone
<b>Image</b>	
<b>Topic theme/topic at hand</b>	<p>Our in-house brand ambassador, Josh, is traveling via car to tomorrow’s #MetroMonday destination. We’ve used Josh’s adventures to build up excitement for our brand by having followers across all platforms engage with him on the Monday iPhone giveaways, that have gotten very popular.</p> <p>During this video, he’ll be stopped at a rest area in the middle of nowhere, but showing that he can stream reliably on Facebook live and makes several mentions thereof, reminding followers that our network covers 99% of people in America. The tease focuses on the giveaway, but the execution is a great branding opportunity for our brand to gain loyalty and market to new followers, as well.</p>
<b>The actual tweet/Facebook Text</b>	Whatup y’all, it’s Josh getting ready for #MetroMonday tomorrow. Where should I come to give you a brand new iPhone?
<b>Links</b>	No links – just a branding post
<b>Influencers</b>	Using our in house influencer
<b>Results/Data</b>	


<b>Date</b>	6/17/18
<b>Social Network</b>	Twitter
<b>Who is your target audience?</b>	Audience of young men and women followers that still haven't gotten a Father's Day gift for their dad
<b>Image</b>	 <p>AN AMAZING iPhone, <b>ON US</b></p> <p>9:41 Tuesday, September 12</p> <p>iPhone 5S</p> <p><small>Phones shown are free after all instant rebates. Sales tax and activation fee not included. 32GB and smaller variants only. Not valid for numbers currently on T-Mobile service or active on MetroPCS in past 90 days. Restrictions apply.</small></p>
<b>Topic theme/topic at hand</b>	Many fast-paced, young adults forget to buy their parents gifts for Father's Day or other holidays. This post
<b>The actual tweet/Facebook Text</b>	Still have no gift for #FathersDay? Hurry in to your local MetroPCS and get him a new iPhone... and then teach him how to FaceTime!
<b>Links</b>	Link to <a href="http://www.metropcs.com">www.metropcs.com</a> in bit.ly form
<b>Influencers</b>	N/A
<b>Results/Data</b>	

<b>Date</b>	6/17/18, afternoon
<b>Social Network</b>	Instagram
<b>Who is your target audience?</b>	Young end audience that engages with activities such as skateboarding, surfing, etc.
<b>Image</b>	
<b>Topic theme/topic at hand</b>	Brand reinforcement of who we want to be and act like on social media; and the intertwining and representation of our direct target demographic.
<b>The actual tweet/Facebook Text</b>	Live life with MetroPCS's lightning quick 4G LTE network that covers 99% of people in America, just like AT&T and Verizon.
<b>Links</b>	No link
<b>Influencers</b>	N/A
<b>Results/Data</b>	


<b>Date</b>	6/17/18, morning
<b>Social Network</b>	Facebook AND Twitter
<b>Who is your target audience?</b>	Core audience that enjoys the game of basketball
<b>Image</b>	 <p>(Better image of Jayson Tatum and son)</p>
<b>Topic theme/topic at hand</b>	Father's Day image using brand ambassador to relate back to brand
<b>The actual tweet/Facebook Text</b>	When I'm on the road, I stay in touch with my little man on my iPhone from MetroPCS. #HappyFathersDay
<b>Links</b>	Link to MetroPCS 4 for \$100 page - <a href="https://www.metropcs.com/4-for-100.html?icid=home main 4for100">https://www.metropcs.com/4-for-100.html?icid=home main 4for100</a>
<b>Influencers</b>	Use of Boston Celtics – Jayson Tatum
<b>Results/Data</b>	


<b>Date</b>	6/18/18, morning
<b>Social Network</b>	Instagram, Facebook, and Twitter at same time
<b>Who is your target audience?</b>	Core audience, and especially our audience that engages with our in-house influencer, Josh, and is excited for our #MetroMondays iPhone giveaways (sponsored post on all 3)
<b>Image</b>	
<b>Topic theme/topic at hand</b>	Today's #MetroMondays giveaway
<b>The actual tweet/Facebook Text</b>	Good morning from Winchester, Virginia! Which #MetroPCS location will I be at today.. giving away 20 free brand new iPhones with a year of service? – Josh
<b>Links</b>	N/A
<b>Influencers</b>	Use of our in-house influencer, Josh
<b>Results/Data</b>	


<b>Date</b>	6/18/18, noon
<b>Social Network</b>	Facebook, Twitter live video, and YouTube live (Simultaneous)
<b>Who is your target audience?</b>	Core audience, and especially our audience that engages with our in-house influencer, Josh, and is excited for our #MetroMondays iPhone giveaways
<b>Image</b>	 <p>(This would be a video form of the crowd of people and actual giveaway)</p>
<b>Topic theme/topic at hand</b>	Today's #MetroMondays giveaway to build huge promotion
<b>The actual tweet/Facebook Text</b>	<p>It's time for today's #MetroMondays giveaway! We're here in Winchester, Virginia... join us for the excitement now! –Josh</p> <p>The video goes on to show the hundreds of people lined up for their shot to win – and the reactions of the 20 winners as their names are called and they win a free, brand new iPhone.</p>
<b>Links</b>	N/A
<b>Influencers</b>	Use of our in-house influencer, Josh
<b>Results/Data</b>	


<b>Date</b>	6/18/18
<b>Social Network</b>	Instagram
<b>Who is your target audience?</b>	Core active lifestyle audience, and audience that is concerned about MetroPCS lack of coverage
<b>Image</b>	 <p>(This is a user sent in photo)</p>
<b>Topic theme/topic at hand</b>	Adventurous spirit of the MetroPCS brand
<b>The actual tweet/Facebook Text</b>	Summer is for adventure, and MetroPCS has you covered no matter where you go. Shoutout to @amber2018 at Glacier National Park in Montana, who sent us this pic on her #SamsungGalaxyS9!
<b>Links</b>	N/A
<b>Influencers</b>	Our audience submitted themselves
<b>Results/Data</b>	




<b>Date</b>	6/18/18
<b>Social Network</b>	Twitter
<b>Who is your target audience?</b>	Core active lifestyle audience, and audience that is looking for a deal on wireless for the family
<b>Image</b>	
<b>Topic theme/topic at hand</b>	Adventurous spirit of the MetroPCS brand; tying into trending topic (presumably) on Twitter (National Go Fishing Day)
<b>The actual tweet/Facebook Text</b>	Today's #NationalGoFishingDay. Here's another catch with no chatches: 4 lines of unlimited data for \$100 for the entire family. Learn more now: <a href="http://bitly.com/metropcs">bitly.com/metropcs</a>
<b>Links</b>	To MetroPCS website <a href="http://bit.ly">bit.ly</a>
<b>Influencers</b>	N/A
<b>Results/Data</b>	


<b>Date</b>	6/19/18
<b>Social Network</b>	Instagram
<b>Who is your target audience?</b>	Younger end target demographic that is very into the iPhone/Apple culture
<b>Image</b>	
<b>Topic theme/topic at hand</b>	Tying into the fact that you can use premium brands even on our network
<b>The actual tweet/Facebook Text</b>	The #iPhoneX is better when you're getting the same coverage, and only paying \$60 a month for unlimited everything. Drop by your local MetroPCS today.
<b>Links</b>	To MetroPCS website bit.ly
<b>Influencers</b>	N/A
<b>Results/Data</b>	


<b>Date</b>	6/19/18
<b>Social Network</b>	Facebook
<b>Who is your target audience?</b>	Adventurous part of our demographic; active culture
<b>Image</b>	
<b>Topic theme/topic at hand</b>	Tying into the fact that you can use premium brands even on our network
<b>The actual tweet/Facebook Text</b>	Your summer adventures might take you to places you never thought you'd go.  Experience them and make memories with MetroPCS.
<b>Links</b>	To MetroPCS website bit.ly -- no direct reference to any deal going on
<b>Influencers</b>	N/A
<b>Results/Data</b>	

<b>Date</b>	6/19/18
<b>Social Network</b>	Twitter
<b>Who is your target audience?</b>	Entire demographic; engage with trending topic on National Martini Day
<b>Image</b>	
<b>Topic theme/topic at hand</b>	Tying into trending topic on Twitter – using brand color (purple) and engaging people this way.
<b>The actual tweet/Facebook Text</b>	Having a martini for #NationalMartiniDay? Make it purple with MetroPCS. Cheers!
<b>Links</b>	N/A
<b>Influencers</b>	N/A
<b>Results/Data</b>	


<b>Date</b>	6/20/18
<b>Social Network</b>	Twitter and Instagram
<b>Who is your target audience?</b>	Young urban audience
<b>Image</b>	
<b>Topic theme/topic at hand</b>	Theme is to build branding with MetroPCS around a very popular rapper – giving brand credibility
<b>The actual tweet/Facebook Text</b>	Join @thegr8khalid and Metro PCS's Josh today at 2pm on Facebook Live! Khalid will answer live questions and maybe give away an iPhone or two ;). Like our Facebook page now ->>>
<b>Links</b>	<a href="http://www.facebook.com/metropcs">http://www.facebook.com/metropcs</a>
<b>Influencers</b>	Use of rapper Khalid
<b>Results/Data</b>	


<b>Date</b>	6/20/18
<b>Social Network</b>	Facebook
<b>Who is your target audience?</b>	Young urban audience
<b>Image</b>	
<b>Topic theme/topic at hand</b>	Theme is to build branding with MetroPCS around a very popular rapper – giving brand credibility
<b>The actual tweet/Facebook Text</b>	Don't forget to join @thegr8khalid and Metro PCS's Josh today at 2pm on Facebook Live! Khalid will answer live questions and maybe give away an iPhone or two ;)
<b>Links</b>	None - already on Facebook
<b>Influencers</b>	Use of rapper Khalid
<b>Results/Data</b>	


<b>Date</b>	6/20/18
<b>Social Network</b>	Facebook Live (appointment set at 2pm)  Also -> blast out direct link to this video after it starts on Twitter, deal with Khalid management to get instant retweet
<b>Who is your target audience?</b>	Demographic that is very passionate about Josh's iPhone giveaways, and young urban audience
<b>Image</b>	 A photograph showing a person's smartphone mounted on a red tripod, recording a live event. The phone's screen displays a man in a dark suit speaking on a stage. The background is a large, dimly lit hall with many people seated in green chairs, and bright stage lights are visible in the distance.
<b>Topic theme/topic at hand</b>	Theme is to build branding with MetroPCS around a very popular rapper – giving brand credibility
<b>The actual tweet/Facebook Text</b>	Metro PCS's Josh is hanging right now with Khalid. Comment now, what do you want to ask them?
<b>Links</b>	N/A
<b>Influencers</b>	N/A
<b>Results/Data</b>	


<b>Date</b>	6/20/18
<b>Social Network</b>	Twitter/Instagram
<b>Who is your target audience?</b>	Young urban audience
<b>Image</b>	 <p>This would be a screen cap from the Josh and Khalid Facebook live video</p>
<b>Topic theme/topic at hand</b>	Take advantage of the post-production Facebook live video
<b>The actual tweet/Facebook Text</b>	Miss @thegr8khalid and Metro PCS's Josh hanging earlier? Catch the video replay now ->>> (link)
<b>Links</b>	Direct to Facebook Live video
<b>Influencers</b>	N/A
<b>Results/Data</b>	




<b>Date</b>	6/21/18
<b>Social Network</b>	Twitter/Instagram/Facebook
<b>Who is your target audience?</b>	Entire MetroPCS audience. Reach all platforms accordingly
<b>Image</b>	
<b>Topic theme/topic at hand</b>	Tie into the emotion of the first day of summer
<b>The actual tweet/Facebook Text</b>	Happy First Day of Summer! No matter where Summer 2018 takes you, capture the moment on your #iPhoneX. Available now at MetroPCS.
<b>Links</b>	Link to iPhoneX page on MetroPCS website
<b>Influencers</b>	N/A
<b>Results/Data</b>	


<b>Date</b>	6/21/18
<b>Social Network</b>	Instagram
<b>Who is your target audience?</b>	Engaged young end audience with Josh's iPhone giveaways
<b>Image</b>	
<b>Topic theme/topic at hand</b>	Tie into the emotion of the first day of summer and the giveaways of new iPhones
<b>The actual tweet/Facebook Text</b>	<p>Happy First Day of Summer! Back on the road, headed to next week's #MetroMonday location. Where do you think I'm headed? –Josh</p> <p>Josh then replies to all comments left for him</p>
<b>Links</b>	N/A
<b>Influencers</b>	N/A
<b>Results/Data</b>	

<b>Date</b>	6/22/18
<b>Social Network</b>	Twitter
<b>Who is your target audience?</b>	Families looking to save money on their wireless plans and service
<b>Image</b>	 <p>The image is a promotional banner for MetroPCS. It features a dark blue background with a starry, galaxy-like pattern. At the top, the text "GET THE WHOLE FAMILY UNLIMITED LTE DATA!" is written in white and orange. Below this, the number "4" is prominently displayed in orange, with the word "LINES" in smaller white text above it. To the right of the "4", the text "\$100" is written in large orange font, with the word "PERIOD" in white below it.</p>
<b>Topic theme/topic at hand</b>	Tie into the emotion of the weekend and families that want to spend time with each other
<b>The actual tweet/Facebook Text</b>	Have more money to spend this weekend when you save on your wireless bill! Hurry into your local MetroPCS and get 4 lines for just \$100 now!
<b>Links</b>	Link -> to metropcs.com
<b>Influencers</b>	N/A
<b>Results/Data</b>	

<b>Date</b>	6/22/18
<b>Social Network</b>	Facebook and Instagram (simultaneously)
<b>Who is your target audience?</b>	Families looking to save money on their wireless plans and service
<b>Image</b>	
<b>Topic theme/topic at hand</b>	Tie into the emotion of the weekend and families that want to spend time with each other
<b>The actual tweet/Facebook Text</b>	Have more money to spend this weekend when you save on your wireless bill! Hurry into your local MetroPCS and get 4 lines for just \$100 now!
<b>Links</b>	Link -> to metropcs.com
<b>Influencers</b>	N/A
<b>Results/Data</b>	

<b>Date</b>	6/23/18
<b>Social Network</b>	Instagram
<b>Who is your target audience?</b>	Adults that are hard-working, relaxing for the weekend
<b>Image</b>	
<b>Topic theme/topic at hand</b>	Tie into the emotion of relaxing (branding post)
<b>The actual tweet/Facebook Text</b>	Weekends are for relaxing. #WeekendVibes
<b>Links</b>	N/A
<b>Influencers</b>	N/A
<b>Results/Data</b>	

<b>Date</b>	6/23/18
<b>Social Network</b>	Twitter
<b>Who is your target audience?</b>	Families and consumers that are hesitant about joining the network – people that are not currently customers. Promoted post!
<b>Image</b>	<p>The image is a promotional graphic for MetroPCS. On the left, the text reads "4 FREE PHONES YOUR CHOICE" in large, bold letters, with "4" in blue and "FREE PHONES" in orange. Below this, it says "WHEN YOU SWITCH" and "Plus sales tax and activation fee." On the right, four smartphones are displayed side-by-side: a blue Samsung Galaxy J3 Prime, a black LG Aristo 2, a white and red moto e11, and a black LG K50. Each phone shows its respective lock screen with the time and date.</p>
<b>Topic theme/topic at hand</b>	Convincing potential new customers to join our network
<b>The actual tweet/Facebook Text</b>	What's better than 1 free phone? 4 free phones, when you switch to MetroPCS! Plus get 4 lines of unlimited data for just \$100! MetroPCS is Wireless Figured Out.
<b>Links</b>	Link to MetroPCS.com via bit.ly
<b>Influencers</b>	N/A
<b>Results/Data</b>	

<b>Date</b>	6/23/18
<b>Social Network</b>	Facebook Live – video
<b>Who is your target audience?</b>	Young end audience that wants to win a new iPhone
<b>Image</b>	
<b>Topic theme/topic at hand</b>	<p>Our in-house brand ambassador, Josh, is traveling via car to this week’s #MetroMonday destination. We’ve used Josh’s adventures to build up excitement for our brand by having followers across all platforms engage with him on the Monday iPhone giveaways, that have gotten very popular.</p> <p>During this video, he’ll be stopped on the side of the road in the middle of nowhere, saying that this destination has been the hardest one to get to so far for him. People will engage and try and guess where he’s going. If anyone gets it right during the Facebook Live video, they’ll win a brand new iPhone with a year of service.</p>
<b>The actual tweet/Facebook Text</b>	Want to win a free iPhone now? Guess in the comments where I’m headed for this week’s #MetroMonday! –Josh
<b>Links</b>	No links – just a branding post
<b>Influencers</b>	Using our in house influencer
<b>Results/Data</b>	