

Social Network	Date of posts	Time (Eastern)	Content type (text, image, video)	Goal (engagement, sales)	Text, include hashtags or URLs	Describe any video or images with post	Will this post be promoted? (Yes or No)	If yes, which type of product? (Carnet, Video Story, etc)
WEEK 1: MONDAY								
Facebook	10/26/2023	10:00:00 AM	Graphics - Images	Introduce Campaign	Get ready for a week of spine-tingling fun at The Beast! Our Halloween-themed events start tomorrow, and you won't want to miss out! Stay tuned for details. #HalloweenAtTheBeast	Carousel of information on the events for the week	yes	Carousel
		12:00 PM	Image	Engagement	Track or treat yourself to a spectacular time at The Beast this Halloween week! We've got something for everyone. Stay tuned for event details and updates.	Photo of restaurant being decorated with Halloween decor	no	
Instagram	10/26/2023	12:00:00 PM	Graphics - Images	Introduce Campaign	Get ready for a week of spine-tingling fun at The Beast! Our Halloween-themed events start tomorrow, and you won't want to miss out! Stay tuned for details. #HalloweenAtTheBeast	Carousel of information on the events for the week	yes	Carousel
		1:00:00 PM	Image	Engagement	Track or treat yourself to a spectacular time at The Beast this Halloween week! We've got something for everyone. Stay tuned for event details and updates.	Photo of restaurant being decorated with Halloween decor	no	
TikTok	10/26/2023	12:00:00 PM	Video	Introduce Campaign	Get ready for a week of spine-tingling fun at The Beast! Our Halloween-themed events start tomorrow, and you won't want to miss out! Stay tuned for details. #HalloweenAtTheBeast	Shorts of the restaurant with voiceover advertising the events for the week	yes	Branded Hashtag Challenge
WEEK 1: WEDNESDAY								
Facebook	10/26/2023	10:00:00 AM	Image	Awareness	Thursday is Trivia Night at The Beast! Join us for some spooky questions and delicious pizza!	Graphic advertising Spooky Trivia Tuesday	no	
		12:00:00 PM	Images	Engagement	Looking for Halloween plans? Bring the whole family to The Beast of Blackwing and enjoy affordable buffet options! Don't miss out!	Image of family gathered around a table at the beast enjoying a meal	yes	Collection
Instagram	10/26/2023	12:00:00 PM	Image	Awareness	Thursday is Trivia Night at The Beast! Join us for some spooky questions and delicious pizza!	Graphic advertising Spooky Trivia Tuesday	no	
		1:00:00 PM	Images	Engagement	Grab your "Blood Bag"! This spooky drink is made of fruit punch and vodka... or is it?	Image of blood bag cocktail drink	yes	Collection
TikTok	10/26/2023	12:00:00 PM	Video	Reach	Get ready for a week of spine-tingling fun at The Beast! Our Halloween-themed events start tomorrow, and you won't want to miss out! Stay tuned for details. #HalloweenAtTheBeast	Shorts of the restaurant with voiceover advertising the events for the week	yes	Branded Hashtag Challenge
WEEK 1: THURSDAY								
Facebook	10/26/2023	12:00:00 AM	Image	Engagement	Get your bingo cards ready because Thursday is Bingo Night at The Beast! Don't miss your chance to win big!	Graphic with event details	no	
		1:00:00 PM	Image	Awareness	50% off Halloween-themed drinks!	Graphic with text	no	
Instagram	10/26/2023	11:00:00 AM	Image	Engagement	Get your bingo cards ready because Thursday is Bingo Night at The Beast! Don't miss your chance to win big!	Graphic with details	no	
		1:00:00 PM	Video	Awareness	The Beast offers endless pizza for a very low price!	Close up shots of pizza being made	no	
TikTok	10/26/2023	12:00:00 PM	Video	Reach	Get ready for a week of spine-tingling fun at The Beast! Our Halloween-themed events start tomorrow, and you won't want to miss out! Stay tuned for details. #HalloweenAtTheBeast	Shorts of the weekend events and content filmed the past week	no	
WEEK 1: FRIDAY								
Facebook	10/27/2023	10:00:00 AM	Images	Reach	Cheers to the start of a spectacular weekend! Join us this Friday for Happy Hour at The Beast! Sip on chilling drinks and enjoy your favorite pizza at unbeatable prices. Don't miss out!	Visually appealing images of a happy hour table set up with a variety of Halloween-themed drinks and delicious pizza.	yes	carousel
		12:00:00 PM	Images	Reach	Satisfy your pizza cravings with our mouthwatering slices. Tag a friend who's always up for a pizza love!	Images of various pizzas	yes	collection
Instagram	10/27/2023	11:00:00 AM	Images	Reach	Cheers to the start of a spectacular weekend! Join us this Friday for Happy Hour at The Beast! Sip on chilling drinks and enjoy your favorite pizza at unbeatable prices. Don't miss out!	Visually appealing images of a happy hour table set up with a variety of Halloween-themed drinks and delicious pizza.	yes	carousel
		12:00:00 PM	Images	Reach	Satisfy your pizza cravings with our mouthwatering slices. Tag a friend who's always up for a pizza love!	Images of various pizzas	yes	collection
TikTok	10/27/2023	12:00:00 PM	Video	Reach	Drink a blood bag if you dare!	Close ups of Halloween-themed cocktails	yes	Top View Video
WEEK 1: SATURDAY								
Facebook	10/28/2023	2:00:00 PM	Video	Engagement	Join us tonight for a spooky night of fun! Halloween-themed drinks will be 50% off! DJ starts at 9pm.	Graphic explaining the details of the event	no	
Instagram	10/28/2023	12:00:00 PM	Image-Story	Awareness	Halloween-themed drinks will be 50% off all weekend long!	Attention-grabbing flashing graphic	no	
TikTok	10/28/2023	12:00:00 PM	Video	Reach	Get ready for a week of spine-tingling fun at The Beast! Our Halloween-themed events start tomorrow, and you won't want to miss out! Stay tuned for details. #HalloweenAtTheBeast	Shorts of the restaurant with voiceover advertising the events for the week	yes	Branded Hashtag Challenge