

# *Polka dots & tinis*

## *social media promotion plan*

# CONTENT TIMELINE IDEAS

Week 6/16	Week 6/23	Day of event	After event
<ul style="list-style-type: none"><li>-Share the flyer, repost on stories every other day.</li><li>-Teaser Reel and TikTok<ul style="list-style-type: none"><li>• Polkadot montage includes aesthetic martinis, pictures of tigerlilly, polka dots ootd's.</li></ul></li><li>-Polka dot photo dump<ul style="list-style-type: none"><li>• Aesthetic polka dot images + include a flyer in the last image</li></ul></li><li>-Share an inspo outfits reel/tiktok collective of polka dot outfit inspo while sharing ideas of outfits</li></ul>	<ul style="list-style-type: none"><li>• POV : You attend our polka dot party reel/tiktok post</li><li>• In feed post, last chance to rsvp reminder.</li></ul>	<ul style="list-style-type: none"><li>• Story: Share flyer, any last minute details</li><li>• Throughout the event repost tagged images.</li></ul>	<ul style="list-style-type: none"><li>-Recap reel + Tiktok Film photo dump</li></ul>

POLKA DOT & DIRTY TINIS

# *instagram*



Share outfit inspo, ootds, DIY  
polka dot outfit

(1 whole Instagram row will be  
entirely polka dot content)



We will create a graphic like so with  
multiple outfit ideas to share as a carousel



## POLKA DOT & DIRTY TINIS

@GIRLSWORLD512

# *tiktok*

- Use trending sounds
- Outfit inspo
- 1 talking video where we share details calling all austin girlies

