

TEMP. SOCIAL MEDIA TEAM SCHEDULE

(9th February - 13th February 26)

	Monday	Tuesday	Wednesday	Thursday	Friday	Sat-Sunday
Fill the inbound DM Sheet	Cristina	Cristina	Cristina	Cristina	Cristina	
Noteworthy messages via DMs	Cristina	Cristina	Cristina	Cristina	Cristina	
UGC + Follow Up Board (Trello)	Chami	Chami	Chami	Chami	Chami	
Engagement + Notes Board (Trello)	Kseniia	Kseniia	Kseniia	Kseniia	Cristina	
Comments (IG+FB+ others- All day)	Kseniia	Steven	Kseniia	Steven	Steven	
Check WhatsApp (All Day)	Steven	Chami	Steven	Chami	Chami	
WordPress Comments	Steven	Steven	Steven	Steven	Steven	
Check tagged photos (All Platforms)	Cristina	Kseniia	Chami	Kseniia	Steven	
Reviews + Dropbox Videos (All day)	Cristina	Steven	Kseniia	Steven	Kseniia	
Reach out to Featured Pets	Jimmy	Jimmy	Jimmy	Jimmy	Jimmy	-
Write Sympathy Cards	Kseniia	Steven	Kseniia	Steven	Steven	-
New UGCs via CS Team (Reamaze)*	Chami	Chami	Chami	Chami	Chami	-

NOTE:

- **Mayuri** will be on leave till Feb 2nd week (Mon – Fri)
- If the team member assigned for the task is on leave, the next day's team member must overtake the duties
- **TikTok and other videos to be made at least ONE day in advance** and not on the publish day unless requested. Once approved, it should be **scheduled via Hootsuite or native TikTok website.**
- **New UGCs via CS Team** – The CS team frequently shares email conversation links through Reamaze that include wonderful stories and adorable pet photos. Let's start creating a Trello card for the follow-up and UGC purpose

Engagement Calendar (Platform Wise)

9th February - 13th February 26

	Monday	Tuesday	Wednesday	Thursday	Friday
Mayuri	-	-	-	-	-
Cristina	IG, LI	X, FB + Groups	FB + Groups	TT	FB + Groups, TT
Jimmy	YT	YT	YT	YT	YT
Steven	X	TT, LI	TT, LI	FB + Groups	IG, X, LI
Kseniia	FB + Groups, TT	IG	IG, X	TT, X	-

NOTE:

- If the team member assigned is on leave, the **next day's / next week's team member must overtake the duties.**
- Please make sure to cover the DMs on **Twitter and TikTok** on the day you're scheduled. Always refer to the Trello cards for context.

NHVPETBOUTIQUE SCHEDULE

(9th February - 13th February 26)

Dates	Contents + Follow ups + Engagement + Customer Engagement*
2nd Feb - 6th Feb	Kseniia

NOTE:

- **Boutique Regular Engagement** covers **addressing any DMs, comments or if we are tagged**. Visit random local profiles to like and add comments. The team member assigned for the week will be responsible for taking care of these activities.
- **Make it a priority to film Chaya's feature video well in advance** whenever she's available. Avoid delaying or cramming content creation close to the publish date. Let Patra know in advance and figure out Chaya's availability.
- When preparing video content, it's best to **feature different faces** (e.g., Ashkan, Alicia) to prevent repetitive appearances. Aim to **film as much as possible in the boutique** to keep it prominently showcased.
- **Boutique videos to be made way in advance** and not on the publish day unless requested.
- During your regular engagement, **make sure to add 2-3 local pet profiles from Instagram and TikTok to the Trello card daily, and include the Trello links in your daily breakdown**. If a profile appears to be a promising local influencer, tag them as an influencer. Once you establish a back-and-forth conversation, **prepare a draft for the manager outlining your proposed plan** to bring them onboard, suggest potential giveaways, and note what we could expect in return. **Keep in mind that we always invite local influencers to the store, so ensure the manager reviews your plan.**
- **Boutique customer Engagement** is limited to the person assigned for the week until changed or requested.
- If the team member assigned is on leave, the **next week's team member must overtake the duties**.