

Key Dates:

February:

- Feb 14th Valentines Day
 - Post something about we love love

March

- March 17th ST patricks day

April 1

- Opening day

May 14

- Mothers day

POSTING SCHEDULE: OVERALL

MISC: NEXT WEEK

- Ask about responding to DMs sent in english and what should i say
- Start making tik toks/reels walking tour series

INSTAGRAM:

STORIES:

- Friday 27th: post the sunset stories at around 5pm ending with a repost of our picture that day, do some interactions etc
- Monday 30th morning: get gurias approval and post all of the event stories and add them to the new highlight section
- Wednesday 1st: make a question/interactive question for wedding tips– make a canva template to copy and paste people's responses

REELS:

- **WEDNESDAY February 1: 11:00AM**
 - Repost the wedding planner's video
 - Already scheduled on insta-just check if its good
- **Friday, February 3 2:30p.m.**
 - Post the flipagram thing i made
- **Wednesday Feb 8 2023 5:00 p.m.**

- Repost one of the walking tour tiktoks
- **Sunday February 12. 2023: 10:00am**
 - post a completion of the walking tour videos??
 - Reel about the property, saying that we miss you and cannot wait to open
 - Show the gates opening, the garden, the office, the entryway into the villa, some of the rooms, and leave off with the view (INSTA SPECIFIC)
- **Monday February 20 3:30 p.m. another reel**
 - Maybe do a reel about the family, voiceover describing the story w videos of the property, how the property started etc (TIKTOK & INSTA)
- **Friday, March 3 2:30 p.m.**
 - Post favorite parts about each room of the villa–hidden gems (TIKTOK & INSTA)
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- **Best times to post on TikTok: Tuesdays 2–3 p.m., and Wednesdays and Thursdays 1–3 p.m.**
- **Best days to post on TikTok: Wednesdays and Thursdays**
 - Already made 1 with the Finn wolfrad trend, super popular in US rn and every company is doing it, shows authenticity
 -

TIKTOK:

SERIES 1: Walking Tour

- **Tuesday January Feb 1: 2:30 pm**
 - 1st part of the walking tour series: closiers
 - take video of villa and write “Walk with us around Sorrento part 1”
 - Then do big letters “ Chioistro di San Francesco” with villa silvana squiggling to it still with villa in background
 - then show the walk to the cloisters, fun ways to walk there/how to get there, what you pass along the way
 - At the cloisters show the entrance
 - Show the cloisters
 - And explain the history of the cloisters
 - The Chioistro di San Francesco is one of the oldest monuments in sorrento and a top place to visit among our guests

- It was originally a monastery in the 7th century while the cloisters and church around it came later in the 14th century
- **Pay attention:** the columns of the arches are all different from each other both in height and in the decorations!
- It is one of the top places to visit in sorrento and a very famous location for weddings and events in the summer

- **Thursday Feb 2nd: 1:00 p.m.**

- 2nd part of walking series: museo corral sorrento
- take video of villa and write “Walk with us around Sorrento part 2” (can use the same video of the villa or not)
- Then do big letters “ Museo Correale Sorrento” with villa silvana squiggling to it still with villa in background
- then show the walk to the museo, fun ways to walk there/how to get there, what you pass along the way
- Show the outside of the museum
 - Museo Correale Sorrento is Sorrento’s art museum that has 4 floors full of archeology and art
 - One of the best things to do in sorrento and very close to the villa
 - Say right now the museum is closed but it will be open once guests start arriving at Villa Silvana

- **Tuesday Feb 7th: 2 p.m.**

- 3rd part of walking tour series: churches of sorrento
- take video of villa and write “Walk with us around Sorrento part 3” (can use the same video of the villa or not)
- Then do big letters with both Cattedrale di Sorrento and Duomo dei San Filippo e Giacomo and Basilica Sant'Antonino with villa silvana squiggling to it still with villa in background
- 1st show Basilica Sant'Antonino
- Duomo dei San Filippo e Giacomo
 - commonly known as the Sorrento Cathedral
 - 3 stories etc

- **Wednesday Feb 8th 6:00**

- 4th part of walking series: piazza tasso and corso italia

- take video of villa and write “Walk with us around Sorrento part 4” (can use the same video of the villa or not)

- Then do big letters “ piazza tasso and corso italia ” with villa silvana squiggling to it still with villa in background
- then show the walk to the tasso
- Show the piazza and walk down the street
 - Heart of sorrento with a lot of bars and restaurants
 - Named after the poet torquato tasso
 - Show the flags and stuff
 - Then go to corsa italia and say it is the main road lined with shops, gelato, bars etc
-
- **5th part of walking tour series: marina piccola**
 - take video of villa and write “Walk with us around Sorrento part 5” (can use the same video of the villa or not)
 - Then do big letters “ **marina piccola** ” with villa silvana squiggling to it still with villa in background
 - then show the walk to the marina
 - Can go down back through the villa in the back
 - Port in sorrento
 - Take ferries to naples and ischia and capri
- **6th part of walking tour the best views of sorrento,**
 - take video of villa and write “Walk with us around Sorrento part 6” (can use the same video of the villa or not)
 - Then do big letters “ **best views** ” with villa silvana squiggling to it still with villa in background
 - Start w the villa and end w the villa
 - Walk to villa comunale
 - The view by the coffee shop
 - View past the villa
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Other Ideas

- Favorite parts of the villa—hidden gems
- Tour the villa
- Favorite parts about each room of the villa

POSTING & WORK SCHEDULE: BY WEEK

WEEK OF JANUARY 29:

SUNDAY:

- 8:00 P.M. post

MONDAY:

- **Instagram stories:** Monday 30th morning: get gulas approval and **post all of the event stories** and add them to the new highlight section
- **Film** the 1st parts of the reels/tiktok series: Walking tour of sorrento: closiers
 - take video of villa and write “Walk with us around Sorrento part 1”
 - Then do big letters “ Chioistro di San Francesco” with villa silvana squiggling to it still with villa in background
 - then show the walk to the cloisters, fun ways to walk there/how to get there, what you pass along the way
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 - It was originally a monastery in the 7th century while the cloisters and church around it came later in the 14th century
 - **Pay attention:** the columns of the arches are all different from each other both in height and in the decorations!
 - It is one of the top places to visit in sorrento and a very famous location for weddings and events in the summer
 - Film tiktok: smash and pass
 - Film reel: flipagram of villa silvana and a wedding (saved sound to sounds)
 - Make instagram story: booking

TUESDAY:

- 10:00am insta post

WEDNESDAY:

- **Post Insta stories:**booking (link the booking website to account)

- **11am**

- Repost the wedding planner's video on instagram
- Already scheduled on insta-just check if its good
- **Film** the 2nd part of the tiktok series: museo – WAIT TO DO THIS TILL NEXT WEEK
 - take video of villa and write “Walk with us around Sorrento part 2” (can use the same video of the villa or not)
 - Then do big letters “ Museo Correale Sorrento” with villa silvana squiggling to it still with villa in background
 - then show the walk to the museo, fun ways to walk there/how to get there, what you pass along the way
 - Show the outside of the museum
 - Museo Correale Sorrento is Sorrento's art museum that has 4 floors full of archeology and art
 - One of the best things to do in sorrento and very close to the villa
 - Say right now the museum is closed but it will be open once guests start arriving at Villa Silvana

- **Post smash video**

- **Start thinking about album cover tiktok— maybe film some stuff in free time**

- Can do the door opening of the villa
- Gates with the word silvana on them
- Walking up to the villa
- The view of the villa from the marina
- Inside of the villa to outside

Have to answer on DMS

- Andre simon
- Hels
- Giulia colucci
- Annarita
-

THURSDAY:

- Post 1st tiktok walking tour at 1:00- tikok
- 11:00 am insta post

FRIDAY:

- 2:30 p.m. post flipagram reel
- Already scheduled but double check

SATURDAY:

WEEK OF FEB 5:

SUNDAY:

MONDAY:

- 3:30 p.m post- instagram
- **Film** the 4th part of walking series:
 - take video of villa and write “Walk with us around Sorrento part 4” (can use the same video of the villa or not)
 - Then do big letters “ piazza tasso and corso italia ” with villa silvana squiggling to it still with villa in background
 - then show the walk to the tasso
 - Show the piazza and walk down the street
 - Heart of sorrento with a lot of bars and restaurants
 - Named after the poet torquato tasso
 - Show the flags and stuff
 - Then go to corsa italia and say it is the main road lined with shops, gelato, bars etc
- **Edit-** second walking series
 - **Film** album cover tiktok
 - Can do the door opening of the villa
 - Gates with the word silvana on them
 - Walking up to the villa
 - The view of the villa from the marina
 - Inside of the villa to outside
 - **Film** heaven sound reel with a view of the water

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TUESDAY:

WEDNESDAY:

- **Wednesday Feb 8 2023 5:00 p.m.**
 - post the heaven reel

- **Post** album cover video on **tiktok**— 7p.m.
- Make a story to post

THURSDAY:

- Post boom tiktok video, if album vidoe did good yesterday post at 8pm if not post at 2pm
-

FRIDAY:

- 2:30 post on instagram

SATURDAY:

- 11:30 am post walking tour part one on instagram

WEEK OF FEB 12:

SUNDAY:

MONDAY:

- Look out for spring break—make sure i have reels and tiktoks in my back pocket so i can post while gone
- Ask about **facebook**—start thinking about facebook specific content
- **Idea**—later on when an event is happening film a behind the scenes and a transformation video
- **Start filming** a transformation video—maybe with the renovations going on, film the work going on and then once we are open i can film everything once its open
- Start filming favorite things about the villa—like hidden things, will prob do that monday when i can spend a lot of time looking around—details video – save for when villa is more open
- On monday maybe film little videos of all the rooms and make a tiktok or reel of each that i can put on main story each day—content aimed towards booking them for the spring season—work on filming and editing these
- **Post** dog video

TUESDAY:

- 9am post on instagram
- If theres anything going on in the city for valentines day FILM then can make a video about it

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WEDNESDAY:

- 5pm post on instagram
- Film 4th and last part of walking tour series: marina grande
 - take video of villa and write “Walk with us around Sorrento part 5” (can use the same video of the villa or not)
 - Then do big letters “ **marina piccola** ” with villa silvana squiggling to it still with villa in background
 - then show the walk to the marina
 - Can go down back through the villa in the back
 - Port in sorrento
 - Take ferries to naples and ischia and capri
- 1pm post 2nd walking tour on tiktok
- Look out for spring break—make sure i have reels and tiktoks in my back pocket so i can post while gone
- Idea—later on when an event is happening film a behind the scenes and a transformation video
- Idea. favorite things in each room for tiktok
- Start filming a transformation video—maybe with the renovations going on, film the work going on and then once we are open i can film everything once its open
- Start filming favorite things about the villa—like hidden things, will prob do that monday when i can spend a lot of time looking around—details video
- On monday maybe film little videos of all the rooms and make a tiktok or reel of each that i can put on main story each day—content aimed towards booking them for the spring season—work on filming and editing these
- Film 5th part of walking tour series: marina grande take video of villa and write “Walk with us around Sorrento part 5” (can use the same video of the villa or not)
 - Then do big letters “ **marina piccola** ” with villa silvana squiggling to it still with villa in background
 - then show the walk to the marina
 - Can go down back through the villa in the back
 - Port in sorrento
 - Take ferries to naples and ischia and capri
- Start scheduling stuff for march— keep in mind have to also schedule stuff for throughout the summer so think of reels and stuff i can do in april for that
- After i finish rooms and suites stories re-do the wedding ones to match the same size and theme of the other ones

THURSDAY:

FRIDAY:

- Post 2:30 p.m

SATURDAY:

- 8:30 p.m. post on instagram
-

WEEK OF FEB 19:

SUNDAY:

MONDAY:

- 3:30 pm post on instagram– reel: 2nd walking video
- Film reel and tiktok about hidden gems and favorite parts of each room etc **save for next week or for when villa is more open**
- Film 5th part of walking tour series: marina piccola
 - take video of villa and write “Walk with us around Sorrento part 5” (can use the same video of the villa or not)
 - Then do big letters “ **marina piccola** ” with villa silvana squiggling to it still with villa in background
 - then show the walk to the marina
 - Can go down back through the villa in the back
 - Port in sorrento
 - Take ferries to naples and ischia and capri
- Film marina grande
- Edit- all of the room videos and put them on deck for all of the stories this week
- Check analytics and posts for the next week–change if needed
- After i finish rooms and suites **stories** re-do the wedding ones to match the same size and theme of the other ones
- Edit and film 2 reels and 2 tik toks–check whats trending
-

TUESDAY:

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WEDNESDAY:

- **Think about and film**
 - Favorite parts of the villa—hidden gems
 - Tour the villa
 - Favorite parts about each room of the villa
- **After i finish rooms and suites stories re-do the wedding ones to match the same size and theme of the other ones**
- **Edit and film 2 reels and 2 tik toks—check whats trending**
- **Film reel and tiktok about hidden gems and favorite parts of each room etc save for next week or for when villa is more open**
- **Film 5th part of walking tour series: marina piccola**
 - take video of villa and write “Walk with us around Sorrento part 5” (can use the same video of the villa or not)
 - Then do big letters “ **marina piccola** ” with villa silvana squiggling to it still with villa in background
 - then show the walk to the marina
 - Can go down back through the villa in the back
 - Port in sorrento
 - Take ferries to naples an
- **Post art tiktok at 1**
- **Post 1 room video**
- **Post reel 5 pm**

THURSDAY:

- **11:00 am post on instagram**
- **3:00 p.m. Post Tiktok – art one**

FRIDAY:

- **2:30 post on instagram**
- **11am post target tiktok**

WEEK OF FEB 26:

SUNDAY:

MONDAY:

- 3:30 p.m. insta post
- 10am target tiktok
- Think about and film
 - Favorite parts of the villa—hidden gems
 - Tour the villa
 - Favorite parts about each room of the villa
- Edit and film 2 reels and 2 tik toks—check whats trending
- Post 1 room video

TUESDAY:

- Post 1 room video-carlotta

WEDNESDAY:

- 5:00 insta post
- Find nadia and film last room video
- Film reel and tiktok about hidden gems and favorite parts of each room etc **save for next week or for when villa is more open**
- Film 5th part of walking tour series: marina piccola
 - take video of villa and write “Walk with us around Sorrento part 5” (can use the same video of the villa or not)
 - Then do big letters “ **marina piccola** ” with villa silvana squiggling to it still with villa in background
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 - Can go down back through the villa in the back
 - Port in sorrento
 - Take ferries to naples an
- Film marina grande
- Edit and film 2 reels and 2 tik toks—check whats trending

- Schedule photos
-

THURSDAY:

- Post last room video

FRIDAY:

- Post a reel at 2:30 p.m.
- Post wedding stories

SATURDAY

- Insta post 11:30

WEEK OF FEB 26:

SUNDAY:

MONDAY:

TUESDAY:

WEDNESDAY:

THURSDAY:

FRIDAY:

SATURDAY:

Key Dates:

February:

- Feb 14th Valentines Day
 - Post something about we love love

March

- March 17th ST patricks day

April 1

- Opening day

May 14

- Mothers day

<https://later.com/blog/instagram-reels-trends/>

BEST TIMES TO POST ON TIKTOK:

POSTING SCHEDULE: OVERALL

MISC: NEXT WEEK

- Ask about responding to DMs sent in english and what should i say
- Start making tik toks/reels walking tour series

INSTAGRAM:

STORIES:

- Friday 27th: post the sunset stories at around 5pm ending with a repost of our picture that day, do some interactions etc
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REELS:

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 - Repost the wedding planner's video
 - Already scheduled on insta-just check if its good
- **Friday, February 3 2:30p.m.**
 - Post the flipagram thing i made
- **Wednesday Feb 8 2023 5:00 p.m.**
 - Repost one of the walking tour tiktoks
- **Sunday February 12. 2023: 10:00am**
 - post a completion of the walking tour videos??
 - Reel about the property, saying that we miss you and cannot wait to open
 - Show the gates opening, the garden, the office, the entryway into the villa, some of the rooms, and leave off with the view (INSTA SPECIFIC)
- **Monday February 20 3:30 p.m. another reel**
 - Maybe do a reel about the family, voiceover describing the story w videos of the property, how the property started etc (TIKTOK & INSTA)
- **Friday, March 3 2:30 p.m.**
 - Post favorite parts about each room of the villa–hidden gems (TIKTOK & INSTA)
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- **Best times to post on TikTok: Tuesdays 2–3 p.m., and Wednesdays and Thursdays 1–3 p.m.**
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- Already made 1 with the Finn wolfrad trend, super popular in US rn and every company is doing it, shows authenticity
-

TIKTOK:

SERIES 1: Walking Tour

- **Tuesday January Feb 1: 2:30 pm**
 - 1st part of the walking tour series: cloisters
 - take video of villa and write “Walk with us around Sorrento part 1”
 - Then do big letters “ Chioistro di San Francesco” with villa silvana squiggling to it still with villa in background
 - then show the walk to the cloisters, fun ways to walk there/how to get there, what you pass along the way
 - At the cloisters show the entrance
 - Show the cloisters
 - And explain the history of the cloisters
 - The Chioistro di San Francesco is one of the oldest monuments in sorrento and a top place to visit among our guests
 - It was originally a monastery in the 7th century while the cloisters and church around it came later in the 14th century
 - **Pay attention:** the columns of the arches are all different from each other both in height and in the decorations!
 - It is one of the top places to visit in sorrento and a very famous location for weddings and events in the summer
- **Thursday Feb 2nd: 1:00 p.m.**
 - 2nd part of walking series: museo corral sorrento
 - take video of villa and write “Walk with us around Sorrento part 2” (can use the same video of the villa or not)
 - Then do big letters “ Museo Correale Sorrento” with villa silvana squiggling to it still with villa in background
 - then show the walk to the museo, fun ways to walk there/how to get there, what you pass along the way
 - Show the outside of the museum
 - Museo Correale Sorrento is Sorrento’s art museum that has 4 floors full of archeology and art
 - One of the best things to do in sorrento and very close to the villa

- Say right now the museum is closed but it will be open once guests start arriving at Villa Silvana

- **Tuesday Feb 7th: 2 p.m.**

- 3rd part of walking tour series: churches of sorrento
- take video of villa and write “Walk with us around Sorrento part 3” (can use the same video of the villa or not)
- Then do big letters with both Cattedrale di Sorrento and Duomo dei San Filippo e Giacomo and **Basilica Sant'Antonino** with villa silvana squiggling to it still with villa in background
- 1st show **Basilica Sant'Antonino**
- Duomo dei San Filippo e Giacomo
 - commonly known as the Sorrento Cathedral
 - 3 stories etc

- **Wednesday Feb 8th 6:00**

- 4th part of walking series: piazza tasso and corso italia

- take video of villa and write “Walk with us around Sorrento part 4” (can use the same video of the villa or not)
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- Show the piazza and walk down the street
 - Heart of sorrento with a lot of bars and restaurants
 - Named after the poet torquato tasso
 - Show the flags and stuff
 - Then go to corsa italia and say it is the main road lined with shops, gelato, bars etc
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- **5th part of walking tour series: marina piccola**

- take video of villa and write “Walk with us around Sorrento part 5” (can use the same video of the villa or not)
- Then do big letters “ **marina piccola** ” with villa silvana squiggling to it still with villa in background
- then show the walk to the marina
- Can go down back through the villa in the back
 - Port in sorrento
 - Take ferries to naples and ischia and capri

- **6th part of walking tour** the best views of sorrento,
 - take video of villa and write “Walk with us around Sorrento part 6” (can use the same video of the villa or not)
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Other Ideas

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- Tour the villa
- Favorite parts about each room of the villa

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- 10:00am insta post

WEDNESDAY:

- **Post Insta stories:**booking (link the booking website to account)
- **11am**
 - Repost the wedding planner’s video on instagram
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- **Film** the 2nd part of the tiktok series: museo – WAIT TO DO THIS TILL NEXT WEEK
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- Post smash video
- Start thinking about album cover tiktok— maybe film some stuff in free time
 - Can do the door opening of the villa
 - Gates with the word silvana on them
 - Walking up to the villa
 - The view of the villa from the marina
 - Inside of the villa to outside

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SATURDAY:

WEEK OF FEB 5:

SUNDAY:

MONDAY:

- 3:30 p.m post- instagram
- Film the 4th part of walking series:
 - take video of villa and write “Walk with us around Sorrento part 4” (can use the same video of the villa or not)
 - Then do big letters “ piazza tasso and corso italia ” with villa silvana squiggling to it still with villa in background
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- Heart of sorrento with a lot of bars and restaurants
 - Named after the poet torquato tasso
 - Show the flags and stuff
 - Then go to corsa italia and say it is the main road lined with shops, gelato, bars etc
- **Edit-** second walking series
 - **Film** album cover tiktok
 - Can do the door opening of the villa
 - Gates with the word silvana on them
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 - The view of the villa from the marina
 - Inside of the villa to outside
 - **Film** heaven sound reel with a view of the water

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TUESDAY:

WEDNESDAY:

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- **Post** album cover video on **tiktok– 7p.m.**
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THURSDAY:

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FRIDAY:

- 2:30 post on instagram

SATURDAY:

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WEEK OF FEB 12:

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MONDAY:

- Look out for spring break—make sure i have reels and tiktoks in my back pocket so i can post while gone
- Ask about **facebook**—start thinking about facebook specific content
- **Idea**-later on when an event is happening film a behind the scenes and a transformation video
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- Start filming favorite things about the villa—like hidden things, will prob do that monday when i can spend a lot of time looking around—details video
- On monday maybe film little videos of all the rooms and make a tiktok or reel of each that i can put on main story each day—content aimed towards booking them for the spring season—work on filming and editing these
- **Film** 5th part of walking tour series: marina piccola
 - take video of villa and write “Walk with us around Sorrento part 5” (can use the same video of the villa or not)
 - Then do big letters “ **marina piccola** ” with villa silvana squiggling to it still with villa in background
 - then show the walk to the marina
 - Can go down back through the villa in the back
 - Port in sorrento
 - Take ferries to naples and ischia and capri
- Post dog video

TUESDAY:

- 9am post on instagram
- If theres anything going on in the city for valentines day **FILM** then can make a video about it
-

WEDNESDAY:

- 5pm post on instagram
- **Film** 4th and last part of walking tour series: marina grande

- take video of villa and write “Walk with us around Sorrento part 5” (can use the same video of the villa or not)
- Then do big letters “ **marina piccola** ” with villa silvana squiggling to it still with villa in background
- then show the walk to the marina
- Can go down back through the villa in the back
 - Port in sorrento
 - Take ferries to naples and ischia and capri
- **1pm post 2nd walking tour on tiktok**
- Look out for spring break—make sure i have reels and tiktoks in my back pocket so i can post while gone
- Ask about **facebook**—start thinking about facebook specific content
- **Idea**—later on when an event is happening film a behind the scenes and a transformation video
- **Idea.** favorite things in each room for tiktok
- **Start filming** a transformation video—maybe with the renovations going on, film the work going on and then once we are open i can film everything once its open
- Start filming favorite things about the villa—like hidden things, will prob do that monday when i can spend a lot of time looking around—details video
- On monday maybe film little videos of all the rooms and make a tiktok or reel of each that i can put on main story each day—content aimed towards booking them for the spring season—work on filming and editing these
- **Film** 5th part of walking tour series: marina piccola
 - take video of villa and write “Walk with us around Sorrento part 5” (can use the same video of the villa or not)
 - Then do big letters “ **marina piccola** ” with villa silvana squiggling to it still with villa in background
 - then show the walk to the marina
 - Can go down back through the villa in the back
 - Port in sorrento
 - Take ferries to naples and ischia and capri
- Start scheduling stuff for march— keep in mind have to also schedule stuff for throughout the summer so think of reels and stuff i can do in april for that
- **After** i finish rooms and suites **stories** re-do the wedding ones to match the same size and theme of the other ones

THURSDAY:

FRIDAY:

- **Post 2:30 p.m**

SATURDAY:

- 8:30 p.m. post on instagram
-

WEEK OF MARCH 3:

SUNDAY:

MONDAY:

- 3:30 pm post on instagram– reel: 2nd walking video
- Film reel and tiktok about hidden gems and favorite parts of each room etc

TUESDAY:

- Post reel at 10:00am
- Post tiktok at 2pm

WEDNESDAY:

- Think about and film
 - Favorite parts of the villa—hidden gems
 - Tour the villa
 - Favorite parts about each room of the villa

THURSDAY:

- 11:00 am post on instagram
- Post Tiktok

FRIDAY:

- 2:30 post on instagram
-

WEEK OF MARCH 12:

SUNDAY:

MONDAY:

- Look out for spring break—make sure i have reels and tiktoks in my back pocket so i can post while gone
- Ask about **facebook**—start thinking about facebook specific content
- **Idea**—later on when an event is happening film a behind the scenes and a transformation video
- **Start filming** a transformation video—maybe with the renovations going on, film the work going on and then once we are open i can film everything once its open
- Start filming favorite things about the villa—like hidden things, will prob do that monday when i can spend a lot of time looking around—details video
- On monday maybe film little videos of all the rooms and make a tiktok or reel of each that i can put on main story each day—content aimed towards booking them for the spring season—work on filming and editing these
- **Film** 5th part of walking tour series: marina piccola
 - take video of villa and write “Walk with us around Sorrento part 5” (can use the same video of the villa or not)
 - Then do big letters “ **marina piccola** ” with villa silvana squiggling to it still with villa in background
 - then show the walk to the marina
 - Can go down back through the villa in the back
 - Port in sorrento
 - Take ferries to naples and ischia and capri
- **Post** dog video

TUESDAY:

- **9am post on instagram**
- **If theres anything going on in the city for valentines day FILM then can make a video about it**
-

WEDNESDAY:

- **5pm post on instagram**
- **Film** 4th and last part of walking tour series: marina grande
 - take video of villa and write “Walk with us around Sorrento part 5” (can use the same video of the villa or not)
 - Then do big letters “ **marina piccola** ” with villa silvana squiggling to it still with villa in background

- then show the walk to the marina
- Can go down back through the villa in the back
 - Port in sorrento
 - Take ferries to naples and ischia and capri
- **1pm post 2nd walking tour on tiktok**
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- Start scheduling stuff for march— keep in mind have to also schedule stuff for throughout the summer so think of reels and stuff i can do in april for that
- **After** i finish rooms and suites **stories** re-do the wedding ones to match the same size and theme of the other ones

THURSDAY:

FRIDAY:

- Post 2:30 p.m

SATURDAY:

- 8:30 p.m. post on instagram

WEEK OF MARCH 19:

SUNDAY:

MONDAY:

- **3:30 pm post on instagram– reel: 2nd walking video**
- **Film** reel and tiktok about hidden gems and favorite parts of each room etc

TUESDAY:

- **Post reel at 10:00am**
- **Post tiktok at 2pm**

WEDNESDAY:

- **Think about and film**
 - Favorite parts of the villa—hidden gems
 - Tour the villa
 - Favorite parts about each room of the villa

THURSDAY:

- **11:00 am post on instagram**
- **Post Tiktok**

FRIDAY:

- **2:30 post on instagram**
-

WEEK OF APRIL 3:

SUNDAY:

MONDAY:

- **3:30 post insta reel**
- **Film** reel and tiktok about hidden gems and favorite parts of each room etc

- **Think about and film**
 - Favorite parts of the villa—hidden gems
 - Tour the villa
 - Favorite parts about each room of the villa
- **Start filming** a transformation video—maybe with the renovations going on, film the work going on and then once we are open i can film everything once its open
- Look out for spring break—make sure i have reels and tiktoks in my back pocket so i can post while gone
- **Film and come up w 4 tiktoks 4 reels**
- **Edit** marina piccola
- **Film** marina grande
- **Stories:** come up with 28 story ideas for the next 2 weeks to post 2 times a day (up until the end of spring break)
 - Film the office and a couple of other spots in the villa for preparations
- **Post** the wedding stories
- Ask about **facebook**—start thinking about facebook specific content
- Look for ways to post stories automatically
- Come up with a master plan for pinterest—ideas about boards etc with statistics
- Come up with a document for boosts and show statistics and how it can boost sales with just \$200
- **Film** video story for nadia
- Day before opening day—friday march 31 post a hype up transformation video

TUESDAY:

- **Story:** post the did you know at 10:00 am

WEDNESDAY:

- **Post walking tour reel at 5:00**

THURSDAY:

FRIDAY:

SATURDAY:

WEEK OF MARCH 3:

SUNDAY:

MONDAY:

- **Make story for international day of happiness**
 - Couple parts, happy international day of happiness
 - Heres things that make us happy
 - What makes you happy
 - Interactions on each story
- **Pitch boost and come up w a plan for that**
- **Pitch pinterest, give statistics, search up how to post on pinterest, and give board ideas**
- **Ask if they have a facebook password and potentially come up with a plan for that**
- **Start thinking about transformation reel for next week**
- **Do analytics for this week and month**
- **Make around 2 tiktoks...see whats trending**
- **Come up w more story ideas for the week**
- **Start planning for month of april**
- **Ask guilia about any events**
- **IF AGREE W PAID BOOST talk to annemarie about what she recommends etc**
- **Start comparing planoly stats w instagrams to get an average**

TUESDAY:

WEDNESDAY:

THURSDAY:

FRIDAY:

- **2:30 post walking tour on insta**

SATURDAY:

WEEK OF March 27:

SUNDAY:

MONDAY:

- **Pitch boost and come up w a plan for that**
- **Pitch pinterest, give statistics, search up how to post on pinterest, and give board ideas**
- **Ask if they have a facebook password and potentially come up with a plan for that**
- **Start thinking about transformation reel for next week**
- **Do analytics for this week and month**

- Make around 2 tiktoks...see whats trending
- Come up w more story ideas for the week
- Start planning for month of april
- Ask guilia about any events
- **IF AGREE W PAID BOOST** talk to annemarie about what she recommends etc
- Start comparing planoly stats w instagrams to get an average
- Do last walking tour, marina grande this week
- Wednesday pitch
- Make tiktoks and reels
- Schedule content up to June at least 1 carousel and 1 photo a week
- Come up with this weeks story ideas
- Start thinking about villa transformation video that will be posted on friday
- This or that story
 - Garden view or sea
 - Color of bridesmaid dresses
 - Color of flowers
 - Food
 - Decor
 - Tablespoon
- Repost wedding photo tiktok

TUESDAY:

WEDNESDAY:

THURSDAY:

FRIDAY:

SATURDAY:

promotional

inspirational/aspirational

Travel tips

Asking questions—poll or questions

Pinterest and instagram
Special and small

Educational

Behind the scenes

Audience

Show a plan—about paid boost \$200

Post on the story 2 times a day, 1 in the morning and 1 at night

1 reel 1 carousel and 1 whatever

21 day plan

March 8th 6:00

Pintereest

THINGS TO DO BEFORE I LEAVE

- **Make a couple more tiktoks and reels to schedule when i leave**
- **Make sure i schedule at least 1 picture and 1 carousel up until july**
- **Upload any photos into planoly that i would like to use**
- **Post tiktok that i made and post that on instagram too**

- **Make a couple of more stories that i can post**
- **Make sure everything i schedule has a caption and hashtags and is the correct dimensions**

WRAPPING UP:

MONDAY APRIL 24

- **Look at analytics and write them down**
- **Check out instagram and comments etc**
- **Respond to anything**
- **Post cooking class story at 1**
- **Make another story to post**
- **Come up w 4 more story ideas and make them to keep on file**
- **Plan till july**
- **Upload any photos into planology**
- **Figure out hours—what sheets i am missing etc**
- **Figure out when the final is and what i have to do for that—start planning presentation**
- **Look at original contract and start writing down what i have to include document wise**
- **Start working on that**
- **Figure out what reflection i missed**
- **Ask guilia for letter of recommendation**
- **Ask guilia if we can take a photo on wednesday w me her and caterina**
- **Have her sign my paper**

- **Ask guilia if there is anything i can do for her on the last few shifts i have**
- **Ask giulia about DMs—1 for photographer and 1 for private transportation**
- **Start planning my last 3 days**