

SOCIAL MEDIA WORKPLAN

From to

Platform:

Username:

Password:

Key information High quality visual story telling: history, fishermen, vessels, community, fishermen's dedication, results so far.								
Team members responsible: Frequency: minimum of three posts a week								
Hashtags to use: #..... and then any relevant to the specific post i.e. #beer #catchoftheday #collaboration, #seafood, #inshorefleet, #cic, #fishermen, #coastalcommunity								
People to tag:								
	Every week							
	Rotational (choose based on relevance/news)							
Themes	Guidance for posts	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Science	Use prepared science posts with various photos.							
Scavenger Hunt	Use Shop photos where possible, Use Debby Mason Fish posters.							
What's on the van!/ Catch of the day	Photo of catch from the week. Info could include: species type, method used, fisherman, destination, encourage to support and buy! Reference to beauty, freshness etc essential.							
Fisherman Focus/ Support small scale	Photo of diff fisherman each week with boat/with catch. Info could include name, port, vessel name, gear type. Call to support small scale fisherman and buy our fish!							
Where to buy	Photo of shop, restaurant, merchant showing either logo or catch and highlighting where to buy and eat!							
Share a Story	Photo from Lyme Bay that tells story of fisherman's dedication. Could include: technology on boats, facts on recovery, photos of species.							
Sea to Plate	Photo of catch from satisfied customers. Could be photos from chefs, home cooked fish etc.							