

Post Number	Platform	Placement	Objective	Creative Aspect	Assesst Needed	Headline	Text or Caption	Call to Action		Date to be posted
	Where will it be posted?	IGTV, Story, FB Live etc.	What are we trying to achieve?	Visuals?	What is needed to complete this post?			What should audience memebers be doing? Ex: clicking link in bio, signing up for program		when will this go out?
1	Twitter	Poll	Jump on hype for new character in new game by interacting with fans	None	Confirmation Squip is going to make the character into a figurine	Would you like to see Lady Dimitrescu made into a figurine?	Yes or No poll #ResidentEvilVillage #LadyDimitrescu #RE8 #REVillage	Voting on the poll		A demo of the game will come out right before the release on May 7 so it will probably be best to jump on the hype when that comes out around roughly late April.
2	Instagram	Main post	Bring some hype for the new game villain to one of our products (old game villain)	Picture of product	Picture of product		Seeing the newest villain #LadyDimitrescu in the #ResidentEvilVillage trailer has got us reminiscing on our favorite tyrant from #ResidentEvil3. Comment who you think has been @Capcom's best villain so far!	Comment		ASAP while the trailer is still being talked about.

3	Reddit	r/residentevil	Promote products	Picture of product	Picture of product	Who's your favorite villain?	Seeing the newest villain Lady Dimitrescu in the latest teaser trailer has got us reminiscing on our favorite tyrant from Resident Evil 3. Who do you think has been Capcom's best villain so far?	Comment	After trailer hype has died down.
4	Reddit	r/residentevil	Interact with community?	Meme	Meme	Meme Monday is the only thing we like about Mondays :)		Become more aware of the company. Comment on the meme	Monday April 19.