Local Salon Facebook Content Calendar
March 2023

DUE DATE	Caption Copy	POST DATE	Content Type	Requested Content	Content Example
3/2	**March into the month with this amazing ongoing deal! Only $20 for a sunless tan OR $20 for 2 tans in any tanning bed!**	3/4	Photo or Boomerang	Employee(s) smiling, dancing, jumping, etc. Can be take next to/in spray tan booth, at/around counter, etc.	
3/9	**It's time for Free Spray Tan week! Come visit us at our salon by 3/12 for a glowy, sunless tan. Did we mention it's free?**	3/11	Photo or Boomerang	Employee(s) smiling, dancing, jumping, etc. Can be take next to/in spray tan booth, at/around counter, etc. Encouraged to include any in-salon marketing material for FSTW.	
3/15	**Searching for some liquid gold this St. Patrick's Day? You're in luck with our 16k and 24k Designer Skin lotions! Get 20% OFF when you purchase any $69+ bottle of lotion!**	3/17	Photo or Boomerang	Photo/boomerang featuring **<u>24k/16k Designer Skin Lotions</u>**. The products must be clearly visible and the primary subject of the photo **with no other lotions or products**.	
3/22	**A day late and… not short of a dollar? It's $1 to join ALL monthly memberships until the end of March! If you're an existing member, unfreeze or upgrade your membership to ANY level for just $1!**	3/24	Photo or Boomerang	Excited/happy employee(s) jumping, cheering, happy dancing, etc. Can be taken at/around counter, in front of salon, outside by salon, etc. Encouraged to include any in-salon marketing material for $1 to Join.	
3/27	**Want to extend the life of your STC glow? There's only a few days left to get this deal! Get 50% OFF our featured tan extenders before the end of this month!**	3/29	Photo or Boomerang	Photo/boomerang featuring **<u>at least two tan extender lotion</u>**. The products must be clearly visible and the primary subject of the photo **with no other lotions or products**.	

Local Salon Facebook Content Submission Guidelines

Submitting Content for Approval:

1.) Email your <u>unedited</u>, <u>unfiltered</u> content and relevant information (I.e., employee name) to **SocialMedia@SunTanCity.com** by 11:59 p.m. ET on the due date provided with the subject line: **"STC- [Salon Location] Facebook Content for [post date provided]"**

2.) Submitted content will be reviewed and any necessary changes requested by the next business day.

   a. If **approved**, you will receive a confirmation email for the scheduled post and your salon's entry into the monthly drawing.

   b. If **rejected**, you will receive a request to resubmit email with improvement recommendations and specifications on any requested changes.

3.) Upon receiving improvement recommendations and recommended changes, you will have 12 hours to resubmit content for approval.

   a. Resubmitted content will be reviewed ASAP and approval/rejection will be communicated no later than 8:30 a.m. ET on the scheduled post date provided.

DOs:

- Showcase various employees
- Showcase various products
- Submit content taken at the highest quality possible
- Ensure content is well lit, clear, and focused
- Vary where content is taken in the salon
- Repost and Share content on your personal social media channels and tag Sun Tan City
- Can't choose your favorite picture or video? Submit more than one; we'll take care of the rest!
- Have some original content you'd like to share on social? Submit it!
  - Email any original, unscheduled content to SocialMedia@SunTanCity.com with the subject line, "STC- [Salon Location] Original Content"
- Ask questions and request clarification if needed
  - Email Talia Horn:
    Talia.Horn@SunTanCity.com

DONTs:

- Feature the same employee(s) in all content
- Feature the same product(s) in all content
- Submit low-resolution, low-quality files
- Submit screenshots; submit original files only
- Submit poorly lit, grainy, blurry, or out of focus content
- Make content in the same area of the salon
- Edit submitted content
- Use filters
- Apply presets or overlays (i.e., Adobe Lightroom presets)
- Prioritize content creation over customers or daily responsibilities
- Email content past due date or revision deadline