







Content Calendar


Libby's Vienna Sausage

February 2016

Date	Snapchat	Twitter	Instagram
Monday, February 1		<div data-bbox="793 532 1327 982"><p>#LandmarkingwithLibby's</p></div> <p>Where do you enjoy your @Libby's? Show us at #landmarkingwithLibby's</p>	<div data-bbox="1365 532 1898 982"><p>#LandmarkingwithLibby's</p></div> <p>Show us where you enjoy Libby's! Hashtag your unique location pics with #landmarkingwithLibby's for a chance to have your photo featured.</p>
Tuesday, February 2		(blog post to gain awareness)	

Wednesday, February 3		 <p>Thanks @soandso for sharing where you went #landmarkingwithLibby's</p>	 <p>Thanks @soandso for sharing where you went #landmarkingwithLibby's</p>
Thursday, February 4		Showcase a consumer's photo or create one of your own.	Showcase a consumer's photo or create one of your own.
Friday, February 5		Almost the weekend! Any #landmarkingwithLibby's plans for this weekend?	Any #landmarkingwithLibby's plans for this weekend?

Monday, February 8	Launch a Snapchat Story for Landmarking with Libby's, inviting Snapchat users to add their own photos.	 A woman with long brown hair, wearing a light blue shirt, is smiling and sticking out her tongue. She has a dog filter applied to her face, which includes a brown nose and floppy ears. In the background, the Mount Rushmore National Memorial is visible under a blue sky with white clouds. The filter also includes a large, red, tongue-like shape on the left side of the image. <p>Mou</p> <p>nt Ruffmore. Where do you enjoy your Libby's? #landmarkingwithLibby's</p>	 A woman with long brown hair, wearing a light blue shirt, is smiling and sticking out her tongue. She has a dog filter applied to her face, which includes a brown nose and floppy ears. In the background, the Mount Rushmore National Memorial is visible under a blue sky with white clouds. The filter also includes a large, red, tongue-like shape on the left side of the image. <p>Mou</p> <p>nt Ruffmore. Show us where you enjoy your Libby's with #landmarkingwithLibby's and send in your submissions to our Snapchat stories</p>
Tuesday, February 9			

Wednesday, February 10		 <p>Thanks @MoniqueName for sharing with us your #landmarkingwithLibby's atop the Seattle Space Needle!</p>	 <p>Thanks @MoniqueName for sharing with us your #landmarkingwithLibby's atop the Seattle Space Needle!</p>
Thursday, February 11			
Friday, February 12		<p>#ValentinesDay is almost here! Pack your s.o. a picnic that won't break your budget and take them somewhere new. #landmarkingwithLibby's</p>	<p>Pack your s.o. a picnic this Valentine's Day that won't break your budget and take them somewhere new. #landmarkingwithLibby's</p>

**Sunday,
February 14**

Create a unique geo-filter around
Niagra Falls showcasing the Libby's
can and the #landmarkingwithLibby's
to encourage posting over various
platforms



Love is in the air! Grab a partner and take
them #landmarkingwithLibby's this
Valentine's Day



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