**Alfalfa House Comms - June/July 2021**

**Member Emails – ‘the news’ weekly (Short - new products, events), plus monthly newsletter (Longer)**

**Insta – shop to post daily. Additional posts below**

**Facebook – shop to post daily. additional posts below (cross post from Insta)**

**Other – eg. press releases**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **sun** | **mon** | **tue** | **wed** | **thu** | **fri** | **sat** |
|  |  | **01** | **02** | **03** | **04** | **05** |
|  |  |  |  | EMAILThe News. Members Council update*SENT* |  |  |
| **06** | **07** | **08** | **09** | **10** | **11** | **12** |
|  |  |  | EMAIL – June Newsletter *SENT* |  |  |  |
| **13** | **14** | **15** | **16** | **17** | **18** | **19** |
|  | I | INSTA/FBLast chance tickets for Vegan Baking workshop… Sharyn**Plastic Free July PRESS RELEASE**Sharyn | INSTA/FBNut Mylk 1st Teaser post & story… (use Sharyn’s photos)CarinaNSTA/FBThe Art of Chai Workshop, on sale!Sharyn | EMAILThe News.New Vege box options, workshop promo, Plant & Bake Sale, Nut Mylk teaser.Post link on Insta & FBSharyn & Tara | INSTA/FBNut Mylk 2nd Teaser post… (use Sharyn’s photos of Carina testing Nut Mylk machine)Carina | INSTA/FBVegebox reminderNow with delivery, and extras!CarinaINSTA/ FBVegan Baking – workshop photos Tara? |
| **20** | **21** | **22** | **23** | **24** | **25** | **26** |
|  | INSTA/FBThe Art of Chai Workshop, filling fast.Sharyn |  |  | EMAILThe News.Nut Mylk Launch, Plant & Bake Sale, new products, workshop promo.Post link on Insta & FBSharyn & Tara | INSTA/ FBNut Mylk is here!How/what can I order?Carina | INSTA/FBVegebox reminderNow with delivery, and extras!CarinaINSTA - Plant & Bake Sale live!Carina |
| **sun** | **mon** | **tue** | **wed** | **thu** | **fri** | **sat** |
| **27** | **28** | **29** | **30** | **July 1** | **2** | **3** |
| Nut Mylk Reel TbcSharyn & Ivy | INSTA/FBThe Art of Chai Workshop, last chance for tickets.Sharyn | INSTA/FBThe Fundamentals of Sourdough Workshop, coming up nextSharyn |  | EMAIL July Newsletter**Plastic Free July** focusPost link on Insta & FBSharyn & Stevie B | INSTA/ FBPFJ supportRAN VideoTara | INSTA/ FBThe Art of Chai Workshop photos Tara? |
| **July 4** | **5** | **6** | **7** | **8** | **9** | **10** |
| Nut Mylk Reel REPEATSharyn & Ivy |  | INSTA/FBThe Fundamentals of Sourdough Workshop, filling fast.Sharyn |  | EMAILThe News.new products, workshop promo + ?Post link on Insta & FBSharyn & Tara | INSTA/ FBPFJ supportTallulah VideoTara |  |
| **July 11** | **12** | **13** | **14** | **15** | **16** | **17** |
|  | INSTA/FBThe Fundamentals of Sourdough Workshop, last chance for tickets.Sharyn | INSTA/ FBLearn to make Seitan workshop coming up nextSharyn |  | EMAILThe News.new products, workshop promo + ?Post link on Insta & FBSharyn & Tara | INSTA/ FBPFJ supportCyrus VideoTara | INSTA/ FBThe Fundamentals of Sourdough workshop photos TBC |
| **July 18** | **19** | **20** | **21** | **22** | **23** | **24** |
|  |  | INSTA/ FBLearn to make Seitan workshop filling fast Sharyn |  | EMAILThe News.new products, workshop promo + ?Post link on Insta & FBSharyn & Tara |  |  |
|  **July 25** | **26** | **27** | **28** | **29** | **30** | **31** |
|  | **Start 40th Birthday campaign (September date tbc)** | INSTA/ FBLearn to make Seitan workshop last chance for tix Sharyn |  | EMAILThe News.new products, workshop promo + ? |  | INSTA/ FBLearn to make Seitan workshop photos TBC |