**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** |
|  |  |  |  | EMAIL  The 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/FB  Last chance tickets for Vegan Baking workshop…  Sharyn  **Plastic Free July PRESS RELEASE**  Sharyn | INSTA/FB  Nut Mylk 1st Teaser post & story…  (use Sharyn’s photos)  Carina  NSTA/FB  The Art of Chai Workshop, on sale!  Sharyn | EMAIL  The News.  New Vege box options, workshop promo, Plant & Bake Sale, Nut Mylk teaser.  Post link on Insta & FB  Sharyn & Tara | INSTA/FB  Nut Mylk 2nd Teaser post…  (use Sharyn’s photos of Carina testing Nut Mylk machine)  Carina | INSTA/FB  Vegebox reminder  Now with delivery, and extras!  Carina  INSTA/ FB  Vegan Baking – workshop photos Tara? |
| **20** | **21** | **22** | **23** | **24** | **25** | **26** |
|  | INSTA/FB  The Art of Chai Workshop, filling fast.  Sharyn |  |  | EMAIL  The News.  Nut Mylk Launch, Plant & Bake Sale, new products, workshop promo.  Post link on Insta & FB  Sharyn & Tara | INSTA/ FB  Nut Mylk is here!  How/what can I order?  Carina | INSTA/FB  Vegebox reminder  Now with delivery, and extras!  Carina  INSTA - Plant & Bake Sale live!  Carina |
| **sun** | **mon** | **tue** | **wed** | **thu** | **fri** | **sat** |
| **27** | **28** | **29** | **30** | **July 1** | **2** | **3** |
| Nut Mylk Reel  Tbc  Sharyn & Ivy | INSTA/FB  The Art of Chai Workshop, last chance for tickets.  Sharyn | INSTA/FB  The Fundamentals of Sourdough Workshop, coming up next  Sharyn |  | EMAIL  July Newsletter  **Plastic Free July** focus  Post link on Insta & FB  Sharyn & Stevie B | INSTA/ FB  PFJ support  RAN Video  Tara | INSTA/ FB  The Art of Chai Workshop photos Tara? |
| **July 4** | **5** | **6** | **7** | **8** | **9** | **10** |
| Nut Mylk Reel  REPEAT  Sharyn & Ivy |  | INSTA/FB  The Fundamentals of Sourdough Workshop, filling fast.  Sharyn |  | EMAIL  The News.  new products, workshop promo + ?  Post link on Insta & FB  Sharyn & Tara | INSTA/ FB  PFJ support  Tallulah Video  Tara |  |
| **July 11** | **12** | **13** | **14** | **15** | **16** | **17** |
|  | INSTA/FB  The Fundamentals of Sourdough Workshop, last chance for tickets.  Sharyn | INSTA/ FB  Learn to make Seitan workshop coming up next  Sharyn |  | EMAIL  The News.  new products, workshop promo + ?  Post link on Insta & FB  Sharyn & Tara | INSTA/ FB  PFJ support  Cyrus Video  Tara | INSTA/ FB  The Fundamentals of Sourdough workshop photos TBC |
| **July 18** | **19** | **20** | **21** | **22** | **23** | **24** |
|  |  | INSTA/ FB  Learn to make Seitan workshop filling fast Sharyn |  | EMAIL  The News.  new products, workshop promo + ?  Post link on Insta & FB  Sharyn & Tara |  |  |
| **July 25** | **26** | **27** | **28** | **29** | **30** | **31** |
|  | **Start 40th Birthday campaign (September date tbc)** | INSTA/ FB  Learn to make Seitan workshop last chance for tix Sharyn |  | EMAIL  The News.  new products, workshop promo + ? |  | INSTA/ FB  Learn to make Seitan workshop photos TBC |