

Social Media Channel	Week 1				
TikTok		"I remember when I lost my mind" TikTok Trend			Watermelon Margarita recipe with Culture Pop Soda
		First shot - person singing along to the song with text on screen "I remember when my crush said they like probiotic sodas so I posted this" Second shot - person chugging Culture Pop soda			Video talking through making a watermelon margarita using the Watermelon Culture Pop. "Feels like I'm on Facetime with you" style of content that does well on TikTok
		SMH #lostmymind #rememberwhen #fyp #trend			Make a drink with me using #CulturePopSoda  #summercocktail #cocktails #cocktailoftheday #summer #drinkideas
Instagram			Health Benefits Photo	IG Reel - Watermelon Margarita recipe with Culture Pop Soda	
			Infographic describing health benefits of Culture Pop Soda	Faster-paced, clean aesthetic video making a watermelon margarita using Watermelon Culture Pop	
			You can be confident that you're putting good into your body with #CulturePopSoda  #probioticsoda #probiotics #sodaalternative #vegan #soda #guthealth	Use #CulturePopSoda for all of your summer drink needs  #summercocktail #cocktails #cocktailoftheday #summer #drinkideas	
X	Monday humor (include a photo of someone working at a desk with a can of Culture Pop Soda)			Graphic showing Watermelon Margarita recipe	
	When the only thing that gets you through Monday is silly little drink o'clock #drinkculturepop			Did someone say #ThirstyThursday? Start the weekend early with Culture Pop Soda's Watermelon Margarita recipe. Great as a mocktail or a cocktail #drinkculturepop	
Social Media Channel	Week 2				
TikTok		"Unfortunately my mood does depend on..." TikTok Trend	"My 5-9 after my 9-5" TikTok vlogging trend		
		A video of someone drinking a Culture Pop soda with text over it "Unfortunately my mood does depend on whether or not I've drank my Culture Pop Soda that day"	A vlog of an after work routine with emphasis on unwinding with a Culture Pop Soda at the end of the night		
		I'm always happier when I #DrinkCulturePop  #culturepopsoda #probioticsoda #probiotics #sodaalternative #vegan #soda #guthealth	My 5-9 after my 9-5 with #CulturePopSoda  #5to9after9to5 #afterwork #afterworkroutine #unwind #unwindwithme		

Instagram	Variety Packs available			First Day of Summer	
	Use photos of the variety packs from the website			Photo of someone relaxing on the beach/outside drinking a Culture Pop Soda	
	Now you can enjoy all of your favorite flavors of #CulturePopSoda with our variety packs!  #probioticsoda #probiotics #sodaalternative #vegan #soda #guthealth			Today marks the first day of summer Celebrate by cracking open a #CulturePopSoda  #summer #drinkculturepop #summersolstice #firstdayofsummer #probioticsoda #probiotics #sodaalternative #vegan #soda #guthealth	
X		Funny/Relatable/Pop Culture reference		First Day of Summer	
		When you're trying to have a #bratsummer but the weekend only happens twice a week		Happy #FirstDayofSummer If you need us, we'll be outside cracking open a #CulturePopSoda	
Social Media Channel	Week 3				
TikTok		Relevant Pop Culture			"My favorite animal" TikTok trend
		A video in the Culture Pop Soda office of the employees all watching Brooke Schofield's viral TikTok series			A video of someone happily drinking Culture Pop Soda in the breakroom of their office On screen caption "My favorite animal is me finally having my Culture Pop Soda break"
		Even Culture Pop Soda is team Brooke on god #BrookeSchofield #drinkculturepop			#drinkculturepop #culturepopsoda #myfavoriteanimal
Instagram	Engaging with audience			IG Reel	
	Photo of Culture Pop Soda cans			Video of a wine glass, add ice to the glass, open a Culture Pop Soda can and pour it into a glass. Take a sip and look at peace.	
	So many flavors to choose from! Which one is your fave? #drinkculturepop			POV it's silly little drink o'clock #drinkculturepop	
X			Relevant Pop Culture (include photo of someone watching a video on their phone looking shocked with a Culture Pop Soda in their hand)		Pride (include photo of Culture Pop cans in order of rainbow colors)
			How we look watching #BrookeSchofield expose her ex  #drinkculturepop		One more weekend of #PrideMonth How are you spending it?
Social Media Channel	Week 4				
		"I think I can be b*tchy but I don't think I am a b*tch" TikTok trending sound	Packing Cooler		

TikTok		Video of Culture Pop Soda founder mouthing the words to the sound. Text on screen "When you didn't give your employees the whole 4th of July week off"	Video packing a cooler with food you'd bring to a barbeque and Culture Pop Sodas. Text on screen "POV packing the cooler for the 4th of July barbeque"		
		Should've taken PTO #drinkculturepop	#CulturePopSoda is the main event		
Instagram	Beach			IG Story	
	Photo of Culture Pop Soda can in the sand on a beach			Use screenshot from X of Jennifer Coolidge meme	
	No better way to beat the heat this July than with #CulturePopSoda				
X			4th of July Week Set out of office message Find a friend with a boat Stock up on Culture Pop Soda  Happy 4th of July week! #drinkculturepop	4th of July Meme  *Use Jennifer Coolidge Legally Blonde meme - replace "hot dog" with "Culture Pop Soda"  Happy 4th! #drinkculturepop	