

# DUKE FARMS CONTENT CALENDAR

Alex Piwtoratsky | For DigitalDaredevil.blog

Date	Channel	Topic	Copy	Link	Imagery/Video
4/7	Facebook Instagram Twitter	Menu Launch Announcement	<p><b>Facebook:</b> Starting this week, we are so excited to offer you TWO different menu experiences at our Farm Barn Cafe. Come in during the week to experience our new burgers or on the weekend for our tasty breakfasts. Tell Chef Josh we sent you! Get a taste of what's coming soon here: <a href="#">(Insert bit.ly)</a></p> <p>---</p> <p><b>Instagram:</b> Starting this week, we are so excited to offer you TWO different menu experiences at our Farm Barn Cafe. Come in during the week to experience our new burgers or on the weekend for our tasty breakfasts. Get a taste of what's coming soon, link in bio.</p> <p>.</p> <p>.</p> <p>#DukeFarms #FarmBarnCafe #Menu #Foodie #Local #Organic #Eats #NJ</p> <p>---</p> <p><b>Twitter Website Card:</b> Chef Josh has been hard at work and has created two new menus for us at the Farm Barn Cafe. Check out our new tasty offerings. <a href="#">(Insert bit.ly)</a> (126/280)</p> <p>Headline: Our Two New Menus (17/70)</p>	Link to the PDFs on the Website (doesn't exist yet)	 <p><b>FB + Twitter:</b> Image of the Cafe or of the chalkboard menu</p> <p><b>Instagram:</b> Simple video announcement. Animated text overlays on photos of Farm Barn Cafe.</p>

4/8	Facebook Twitter	First Day of New Menu	<p><b>Facebook:</b> Come on in and try some of the new additions to our weekday menu. All of our food is created from scratch in-house, so you know it's got to be good.  Stop by any time between 8.30 AM - 4 PM. See our new weekday menu here: <a href="#">(Insert bit.ly)</a></p> <p>---</p> <p><b>Twitter Website Card:</b> Are you hungry for something different? Come in and try out our new weekday menu. We're open 8.30 AM - 4PM.  <a href="#">(Insert bit.ly)</a> (111/280)</p>	Link to the PDFs on the Website (doesn't exist yet)	
4/9	Instagram	Menu Feature: Burgers	<p><b>Instagram:</b> Have you heard? We've got burgers! Chef Josh takes us behind the scenes and shows us how he crafts the perfect #TurkeyBurger. Try one for yourself on our new weekday Farm Barn Cafe menu.</p> <p>.</p> <p>.</p> <p>.</p> <p>#DukeFarms #FarmBarnCafe #Burger #Menu #Chef #Foodie #Local #Organic #Eats #NJ #FarmToTable</p>	N/A	<p>Recipe walkthrough video of the new Duke Farms Burgers</p> 
4/10	Twitter	New Menu Hype	<p><b>Twitter:</b> From the smiling faces we see, our new smoothies are a hit! Made with naturally-energizing ingredients like ginger, acai, and pomegranate, these treats add a healthy punch of fruits and veg to your day. Try one today! (217/280)</p>	N/A	 <p>Candid photo of customers enjoying new smoothies</p>

4/11	Facebook Instagram	Duke Farms' Mission: Quality Ingredients	<p><b>Facebook:</b> Sustainable, locally-sourced ingredients have always been important to us. That's why in our new menu, we are using beef and dairy products from our own cows. Read our blog post to learn about how we're investing in livestock: <a href="#">(Insert bit.ly)</a></p> <p>---</p> <p><b>Instagram:</b> #Sustainable, locally-sourced ingredients have always been important to us. That's why in our new menu, we are using beef and dairy products from our own cows. Read our blog post to learn about how we're investing in livestock, link in bio.</p> <p>.</p> <p>.</p> <p>.</p> <p>#DukeFarms #FarmBarnCafe #Beef #Dairy #Cows #Livestock #Local #Organic #Eats #NJ #FarmToTable</p>	Link to Blog Post about new cattle involvement (doesn't exist yet)	 <p>Image of staff with cow</p>
4/12	Instagram Twitter	New Menu Hype	Repost/Retweet user-generated content that pertains to the new menu. Add in comment in response when posting.	N/A	Repost/Retweet UGC
4/13	Instagram	Menu Feature: Omelette	<p><b>Instagram:</b> Saturday mornings call for the most amazing omelette. Made with 3 farm fresh eggs and vegetables from our own gardens, Chef Josh teaches us the secret to getting this #instaready breakfast.</p> <p>.</p> <p>.</p> <p>.</p> <p>#DukeFarms #FarmBarnCafe #Omelette #Eggs #FarmFresh #Local #Organic #Eats #NJ #FarmToTable</p>	N/A	<p>Recipe walkthrough video of the new Duke Farms Omelette</p> 

4/14	Facebook	Event: Sunday Farmer's Market	<b>Facebook:</b> If you're visiting the Farmer's Market today and are feeling hungry, stop by our Farm Barn Cafe to try some of our new weekend menu offerings. Tasty, sustainable, and locally-sourced, these new items are sure to please your tastebuds!	N/A	
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