



Social Media Content Plan

APRIL 2022

Produced by : Alicia Mahabir



Social Media Content Summary Calendar



april
2022

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------|--------|
| | | | | 01 | 02 | 03 |
| 04 | 05 | 06 facebook. Linked | 07 | 08 | 09 | 10 |
| 11 facebook. Linked | 12 | 13 | 14 facebook. Linked | 15 facebook. Linked | 16 | 17 |
| 18 facebook. Linked | 19 facebook. Linked | 20 | 21 facebook. Linked | 22 facebook. Linked | 23 | 24 |
| 25 | 26 facebook. Linked | 27 | 28 facebook. Linked | 29 | 30 | |



PUBLISHING DATE: 6 APRIL 2022

SOCIAL CHANNEL: **facebook** **LinkedIn**

ADVERTISING

PAID POST:

\$1 USD for 1 Day

Total Spend on post = \$1 USD



CAMPAIGN: **COVID AWARENESS**

POST TYPE: Image

CAPTION:

Even though we're "open" again, remember to Keep up protective Measures to ensure you and your loved ones don't get the virus!

Know your risk. Lower your risk.



PUBLISHING DATE: 11 APRIL 2022

ADVERTISING

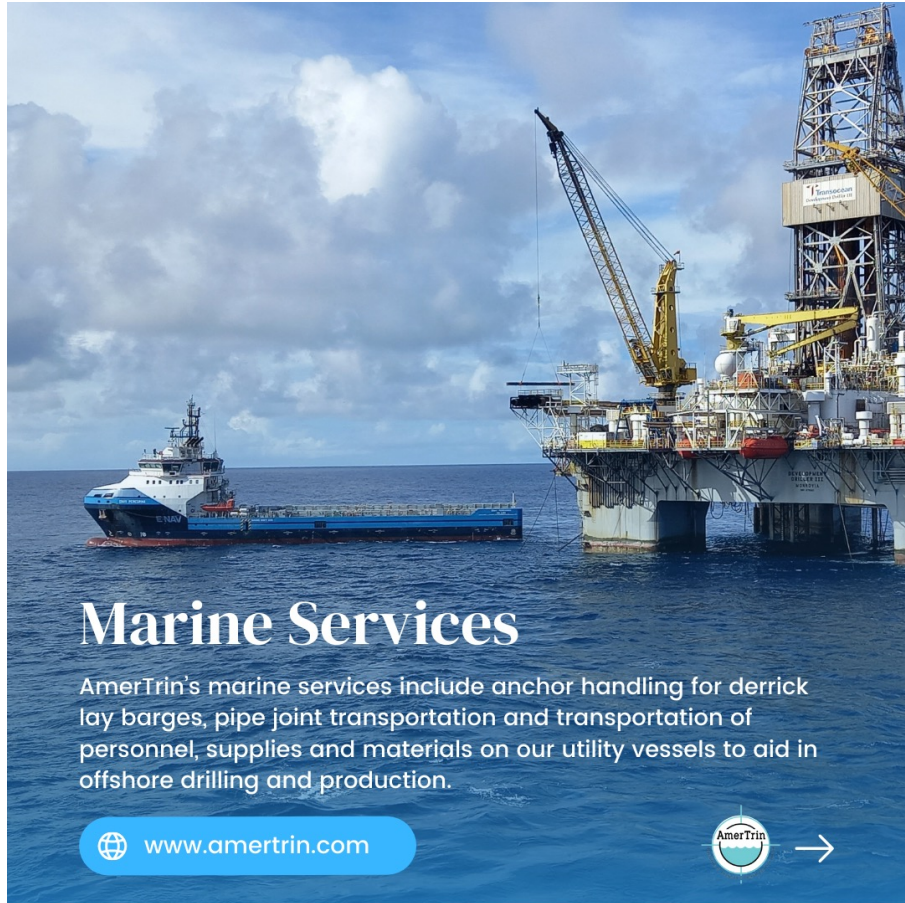
PAID POST:

\$1 USD for 1 Day

Total Spend on post = \$1 USD




SOCIAL CHANNEL: **facebook** **LinkedIn**



Marine Services

AmerTrin's marine services include anchor handling for derrick lay barges, pipe joint transportation and transportation of personnel, supplies and materials on our utility vessels to aid in offshore drilling and production.

www.amertrin.com






CAMPAIGN: **SERVICE**

POST TYPE: Image

CAPTION:

Our dedicated team of talented ship management professionals uses a range of applicable quality management tools, guidelines, and procedures, safeguarding operations both at sea and onshore.

At **#AMERTRIN** we specialize in:

-  anchor handling,
-  pipe joint transportation,
-  transportation of staff, materials, and supplies to our offshore construction vessels.

Our knowledgeable team works alongside our client and all other stakeholders during their offshore / onshore marine operations from inception to completion.



PUBLISHING DATE: 14 APRIL 2022

ADVERTISING

PAID POST:

\$1 USD for 1 Day

Total Spend on post = \$1 USD



SOCIAL CHANNEL: **facebook** **LinkedIn**

CAMPAIGN: **SERVICE**

POST TYPE: Image

CAPTION:

TBT to getting it Done!

MV Sampson back in 2017

Celebrating 25 Years in Business, AmerTrin offers all customs import / export customs formalities for all categories of shipments in the Republic of Trinidad and Tobago inclusive of temporary import / re-export of complex, specialised equipment for onshore and offshore projects in full compliance with customs and excise laws.





PUBLISHING DATE: 15 APRIL 2022

ADVERTISING

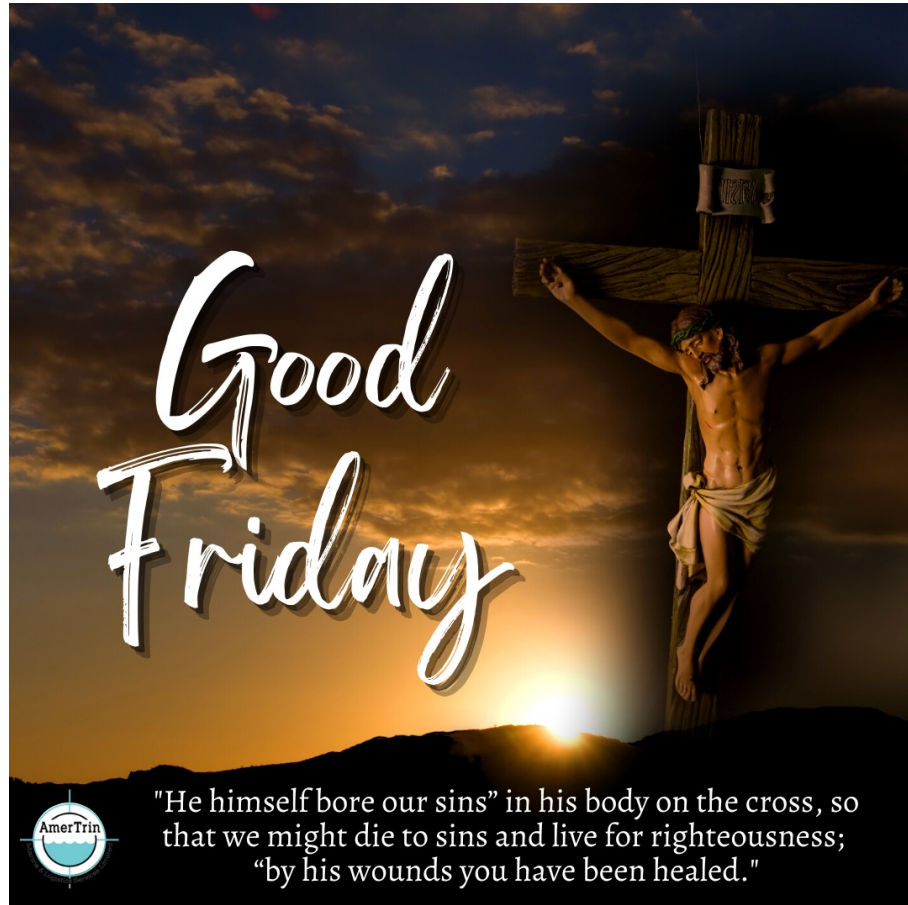
PAID POST:

\$1 USD for 1 Day

Total Spend on post = \$1 USD



SOCIAL CHANNEL: **facebook** **LinkedIn**



CAMPAIGN: **SPECIAL DAYS**

POST TYPE: Image

CAPTION:

Good Friday is a Christian holiday commemorating the crucifixion of Jesus and his death at Calvary.

Remembering Christ's death and resurrection this #GoodFriday We are reminded of the deep sacrifice that Jesus offered on the cross, and how he gave his life for all of us.

Wishing you a peaceful, Reflective Good Friday.



PUBLISHING DATE: 18 APRIL 2022

ADVERTISING

PAID POST:

\$1 USD for 1 Day

Total Spend on post = \$1 USD



SOCIAL CHANNEL: **facebook** **LinkedIn**



CAMPAIGN: **SPECIAL DAYS**

POST TYPE: Image

CAPTION:

After two years, we hope your Easter has been a Happy and Joyous one surrounded by your loved ones.

Happy And Holy Easter



PUBLISHING DATE: 19 APRIL 2022

**ADVERTISING
PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



SOCIAL CHANNEL: **facebook** **LinkedIn**



CAMPAIGN: **BACK TO SCHOOL**

POST TYPE: Image

CAPTION:

Today's the Day!

They're finally going out back to school!

Remember to let your child feel their emotions, it's been a long rollercoaster ride for them as well.

Wishing all our moms, dads AND children a great first day back to schools



PUBLISHING DATE: 21 APRIL 2022

ADVERTISING

PAID POST:

\$1 USD for 1 Day

Total Spend on post = \$1 USD



SOCIAL CHANNEL: **facebook** **LinkedIn**

CAMPAIGN: **SERVICE**

POST TYPE: Image

CAPTION:

AmerTrin's dedicated team will work together with our clients on their offshore exploration projects to completion.

Our marine services include anchor handling for derrick lay barges, pipe joint transportation and transportation of personnel, supplies and materials on our utility vessels to aid in offshore drilling and production.

Celebrating 25 Years in Business, Our knowledgeable team works alongside our client and all other stakeholders during their offshore / onshore marine operations from inception to completion.



→ Marine Services

AmerTrin's marine services include anchor handling for derrick lay barges, pipe joint transportation and transportation of personnel, supplies and materials on our utility vessels to aid in offshore drilling and production.



PUBLISHING DATE: 22 APRIL 2022

ADVERTISING

PAID POST:

\$1 USD for 1 Day

Total Spend on post = \$1 USD



SOCIAL CHANNEL: **facebook** **LinkedIn**



CAMPAIGN: **SPECIAL DAYS**

POST TYPE: Image

CAPTION:

Earth Day is an annual event on April 22 to demonstrate support for environmental protection. First held on April 22, 1970, it now includes a wide range of events coordinated globally by EarthDay.org including 1 billion people in more than 193 countries.

You can celebrate EARTH DAY and take the pledge to **protect the planet from things like pollution and deforestation, simply by** taking part in activities like picking up litter and planting trees, we're making our world a happier, healthier place to live.



PUBLISHING DATE: 26 APRIL 2022

ADVERTISING

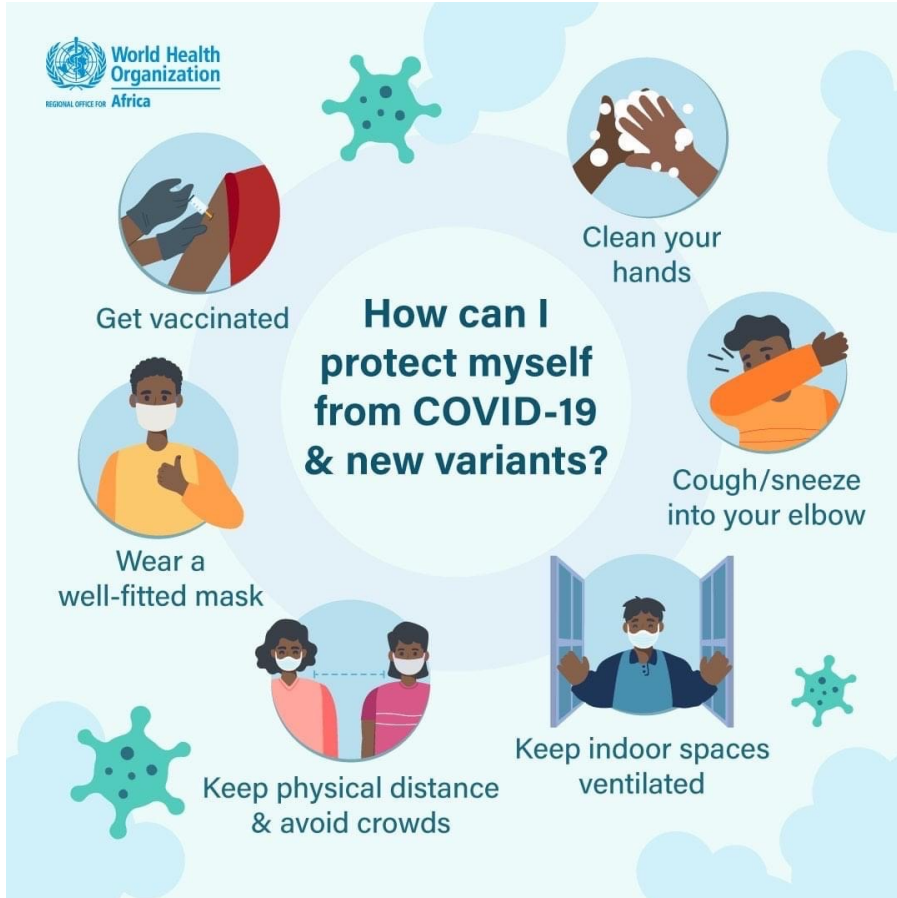
PAID POST:

\$1 USD for 1 Day

Total Spend on post = \$1 USD



SOCIAL CHANNEL: **facebook** **LinkedIn**



CAMPAIGN: COVID

POST TYPE: Image

CAPTION:

Even though we're "open" again, remember to Keep up protective Measures to ensure you and your loved ones don't get the virus!

Know your risk. Lower your risk.

This is how you can protect yourself from COVID-19 and its new variants.



PUBLISHING DATE: 28 APRIL 2022

SOCIAL CHANNEL: **facebook** **LinkedIn**

ADVERTISING

PAID POST:

\$1 USD for 1 Day

Total Spend on post = \$1 USD



CAMPAIGN: **SPECIAL DAYS**

POST TYPE: Image

CAPTION:

It's World Day for Safety and Health at Work.

Today, let take some time out to appreciate those (behind the scenes and right next to you) who work tirelessly to contribute to our everyday SAFTEY.

#Safetyfirst!