



# Social Media Content Plan

---

JANUARY 2022

Produced by : Alicia Mahabir



Digital  
Intuition

# Social Media Content Summary Calendar



january  
2022

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					01 facebook. LinkedIn	02
03 facebook. LinkedIn	04	05	06 facebook. LinkedIn	07	08	09
10 facebook. LinkedIn	11	12	13	14 facebook. LinkedIn	15	16
17 facebook. LinkedIn	18	19	20	21 facebook. LinkedIn	22	23
24	25 facebook. LinkedIn	26	27	28	29	30
31						



**PUBLISHING DATE:** 01 JANUARY 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:**

“Here's to a bright New Year and a fond farewell to the old; here's to the things that are yet to come, and to the memories that we hold.”



**PUBLISHING DATE:** 03 JANUARY 2022

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



**SOCIAL CHANNEL:** facebook

LinkedIn

# BUSINESS GOALS



**CAMPAIGN:** CORPORATE

**POST TYPE:** Image

**CAPTION:**

**Amertrin Marine & Logistics Services Limited** is dedicated to being the leader in our industry and providing superior service, which exceeds the expectations of our client. Ensuring great Customer Experience at every touchpoint is our mission.

Our policy emphasizes customer focus, continuous improvement, quality measurement systems, employee involvement and teamwork.



**PUBLISHING DATE:** 06 JANUARY 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:**

Bereavement, isolation, loss of income and fear are triggering mental health conditions or exacerbating existing ones.

Many people may be facing increased levels of anxiety. If you're in a situation to help someone, please do.

Remember even in a Pandemic, we can use innovations like telemedicine or teletherapy to overcome disruptions to in-person services.

Good mental health is absolutely fundamental to overall health and well-being. Take care of you!





**PUBLISHING DATE:** 10 JANUARY 2022

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



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

**LinkedIn**

**CAMPAIGN:** **CORPORATE**

**POST TYPE:** Image

**CAPTION:**

AmerTrin provides cost effective logistic solutions for companies; including:

- transport services,
- clearing and forwarding,
- offshore support,
- tug and barge operations,
- customs brokerage/clearance
- and crew management service

For more information visit our website [www.amertrin.com](http://www.amertrin.com)

**AmerTrin**  
Quality  
**Service at  
Competitive Rates**

---

AmerTrin provides the highest calibre of transport and logistics solutions to our clients at a competitive rate.

We are consistently providing valuable economical and innovative services.

**LEARN MORE**

[www.amertrin.com](http://www.amertrin.com)



**PUBLISHING DATE:** 14 JANUARY 2022

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



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

**LinkedIn**



**CAMPAIGN:** **CORPORATE**

**POST TYPE:** Image

**CAPTION:**

It's been two plus years, AND COVID IS STILL HERE.

Until we have herd immunity as a nation, we need to ensure we maintain social distancing and keep protecting ourselves and our loved ones.

AmerTrin Marine & Logistics Services Ltd is committed to keeping our employees and stakeholders safe through our extensive Health Safety and Environmental Policies.

#StoptheSpread #WearYuhMask



**PUBLISHING DATE:** 17 JANUARY 2022

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



**SOCIAL CHANNEL:** facebook

LinkedIn



IN THE END,  
WE WILL  
REMEMBER NOT  
THE WORDS OF  
OUR ENEMIES,  
BUT THE  
SILENCE OF  
OUR FRIENDS.

*Martin Luther King, Jr.*

**CAMPAIGN:** CORPORATE

**POST TYPE:** Image

**CAPTION:**

**DID YOU KNOW:**

Martin Luther King Jr. Day marks the birthday of Martin Luther King Jr. It is observed on the third Monday of January each year. Born in 1929, King's actual birthday is January 15.

**Today we honour the achievements of Martin Luther King, Jr., a Baptist minister and American civil rights leader** who advocated for nonviolent resistance against racial segregation.

He has moved the world forward with his revolution. Here's one of our favourite quotes from him.

What's yours? **SHARE IN THE COMMENTS**





**PUBLISHING DATE:** 21 JANUARY 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:**

Vaccination is a safe and effective way to prevent disease and save lives – now more than ever.

Today there are vaccines available to protect against at least 20 diseases, such as diphtheria, tetanus, pertussis, influenza and measles. Together, these vaccines save the lives of up to 3 million people every year.

When we get vaccinated, we aren't just protecting ourselves, but also those around us. Some people, like those who are seriously ill, are advised not to get certain vaccines – so they depend on the rest of us to get vaccinated and help reduce the spread of disease.



**PUBLISHING DATE:** 25 JANUARY 2022

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



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

**LinkedIn**



AMERTRIN MARINE & LOGISTICS SERVICES LIMITED



We understand intimately the complexities of the maritime industry which aids us in assisting our customers with successful planning in every stage of their project, from beginning to end, regardless of its nature. Our modern computerized system and technical assets combined with our skilled team is the driving force of our logistical and transportation services.

**CAMPAIGN:** **CORPORATE**

**POST TYPE:** Image

**CAPTION:**

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

We specialize in:

🚢 anchor handling,

🚢 pipe joint transportation,

🚚 transportation of staff, materials, and supplies to our offshore construction vessels.