



Social Media Content Plan

FEBRUARY 2022

Produced by : Alicia Mahabir



Social Media Content Summary Calendar



february
2022

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	01 facebook. Linkedin	02 facebook. Linkedin	03	04 facebook. Linkedin	05	06
07 facebook. Linkedin	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 facebook. Linkedin	25	26	27
28						



PUBLISHING DATE: 01 FEBRUARY 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:

Chinese New Year, Spring Festival or the Lunar New Year, is the festival that celebrates the beginning of a new year on the traditional lunisolar Chinese calendar.

Fun Fact - 2022 is the year of the Tiger. The last year of the Tiger was 2010!



PUBLISHING DATE: 02 FEBRUARY 2022

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

ADVERTISING

PAID POST:

\$1 USD for 1 Day

Total Spend on post = \$1 USD



AMERTRIN PORT SERVICES

Full service to vessel and crew

Port Service is our core business and has been for 25 years. Local knowledge and a worldwide network of specialised offices and agents create unique solutions

www.amertrin.com

CAMPAIGN: SERVICE

POST TYPE: Image

CAPTION:

Amertrin team works with local knowledge and a global understanding offering comprehensive port services and solutions.

We provide professional and efficient service for foreign vessels calling at any port in Trinidad and Tobago.

Our licensed personnel have years of experience, Knowledge and expertise in providing the best in port agency services, including one email to access any port, a single account for all payments and much more.

For more information check out our website www.amertrin.com



PUBLISHING DATE: 04 FEBRUARY 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:

World Cancer Day is an international day marked on 4 February to raise awareness of cancer and to encourage its prevention, detection, and treatment.

Theme For World Cancer Day 2022 is **“Close the Care Gap.”**

The first year of the ‘Close the Care Gap’ initiative is centered on recognizing and analyzing cancer care inequalities throughout the world.



PUBLISHING DATE: 07 FEBRUARY 2022

ADVERTISING

PAID POST:

\$1 USD for 1 Day

Total Spend on post = \$1 USD



SOCIAL CHANNEL: **facebook**

LinkedIn



CAMPAIGN: **MOTIVATION MONDAY**

POST TYPE: Image

CAPTION:

Motivation Mondays!

Let's go!



PUBLISHING DATE: 10 FEBRUARY 2022

ADVERTISING PAID POST:

\$1 USD for 1 Day

Total Spend on post = \$1 USD



SOCIAL CHANNEL: **facebook**

LinkedIn

CAMPAIGN: **CASE STUDY**

POST TYPE: Image

CAPTION:

Last year our teams worked on the Cassia C Project.

Celebrating 25 Years in Business, We have the experience and the knowledge to get the job done!

AmerTrin Marine & Logistics Services Limited is your integrated transportation and logistics solution.

For more information check out our website www.amertrin.com

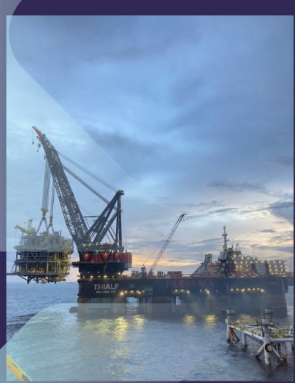


CASSIA C PROJECT

JULY 2021

We have managed a total over 600 personnel, both in and out of the country and a total of approximately 20 shipments for this project.

www.amertrin.com



WHAT WE DO BEST

AMERTRIN HAS MANAGED A TOTAL OVER 600 PERSONNEL, BOTH IN AND OUT OF THE COUNTRY AND A TOTAL OF APPROXIMATELY 20 SHIPMENTS FOR THIS PROJECT

1. MANAGEMENT OF INTERNATIONAL TRAVEL FOR CONTRACTOR PERSONNEL.

2. PERMIT PROCUREMENT FOR THE CONTRACTOR EXPATRIATE STAFF.

3. HELICOPTER SERVICES FOR OFFSHORE TRANSPORTATION TO THE RESPECTIVE WORK SITES.

4. TEMPORARY IMPORT AND RE-EXPORT OF THE CONTRACTOR EQUIPMENT.

5. INSHORE OR OFFSHORE AND INWARD / OUTWARD CLEARANCE FOR CONTRACTORS' MARINE VESSELS.

Learn More



www.amertrin.com



PUBLISHING DATE: 11 FEBRUARY 2022

ADVERTISING

PAID POST:

\$1 USD for 1 Day

Total Spend on post = \$1 USD



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

SHIP & PORT SERVICES

- Husbandry Services
- Port Agents
- Ship Supply Services
- Liner Services
- Owner's Protective Agency Services (OPA)

LEARN MORE

www.amertrin.com

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POST TYPE: Image

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PUBLISHING DATE: 15 FEBRUARY 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:

Celebrating 25 Years in Business.

Team UP!

Throwback to last year July, where we worked on the HEEREMA - CASSIA C PROJECT!.



PUBLISHING DATE: 17 FEBRUARY 2022

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

ADVERTISING

PAID POST:

\$1 USD for 1 Day

Total Spend on post = \$1 USD



WHAT TO DO IF YOU ARE FEELING LONELY



Try calling a friend, family member, health professional or counsellor to talk about your feelings.



Join an online group or class that focuses on something you enjoy – that could be anything from an online exercise class, book club etc.



Consider going for short walks in public places (while keeping a two metre distance).



Acknowledge that this is a challenging and sometimes lonely time, but it will pass.

www.amertrin.com

CAMPAIGN: COVID

POST TYPE: Image

CAPTION:

A side effect of this pandemic is loneliness .

Depression and Loneliness are two sides of the same coin of grief.

If you are having a hard time, please reach out to the ones you love and trust to Find ways of coping with your fear, anxiety, and feeling of loneliness.

Here are a few ways to beat that feeling of loneliness.



PUBLISHING DATE: 21 FEBRUARY 2022

ADVERTISING

PAID POST:

\$1 USD for 1 Day

Total Spend on post = \$1 USD



SOCIAL CHANNEL: **facebook**

LinkedIn



"The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand."

VINCE LOMBARDI

Celebrating
— 25 YEARS —



CAMPAIGN: **MOTIVATION MONDAYS**

POST TYPE: Image

CAPTION:

Motivation Mondays.

If you want to be great or build great things .. You have to be willing to sacrifice and put in that work!

Let's Go!



PUBLISHING DATE: 24 FEBRUARY 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:

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