

SUNDAY	MONDAY	TUESDAY
1	2	3
Facebook: before + after cut	Facebook: Before + after dyed	Facebook: Makeup look for event
Twitter: Availability for the week	Twitter: Openings for the day	Twitter: tips for healthy hair
Instagram:	Instagram: Tutorial for on the go hair	Instagram: Before+after post
Pinterest short hair styles	Pinterest: lazy day hair	Mention upcoming giveaway Pinterest:
EVENTS		
		EVENTS
LAUNCHES	EVENTS	
	LAUNCHES	LAUNCHES
8	9	10
Facebook: Giveaway reveal	Facebook: fall favs product	Facebook:
Twitter: Giveaway reveal	Twitter: weeks availability	Twitter: pole on what they want to see
Instagram: braid style Giveaway reveal	Instagram: braided look	Instagram: story post
Pinterest:	Pinterest:	Pinterest: product pin
EVENTS	EVENTS	EVENTS
LAUNCHES	LAUNCHES	LAUNCHES: promote pinterest
15	16	17
Facebook: short curl tips	Facebook: curly girl prod	Facebook: natural curl style
Twitter: availability Model call	Twitter: retweet model call	Twitter: retweet nov. 4
Instagram: braid style mention model call	Instagram: curly girl style story of availability	Instagram: natural idea
Pinterest: model call	Pinterest: natural curls pin	Pinterest: short natural styles

EVENTS	EVENTS	EVENTS
LAUNCHES	LAUNCHES	LAUNCHES
22	23	24
Facebook: braids	Facebook: Beach waves pic	Facebook:
Twitter: braid tips	Twitter: weeks availability	Twitter:
Instagram: fishtail	Instagram: beach wave tips	Instagram: pole what want to
	+ pic	see
Pinterest: Thick braids	Pinterest: beach wave pin	Pinterest:
		YouTube:
EVENTS	EVENTS	EVENTS
LAUNCHES	LAUNCHES	LAUNCHES
29	30	31
Facebook:	Facebook: church makeup	Facebook: natural curl style
Twitter:	Twitter:	Twitter: reveal new models
Instagram: facial promo	Instagram: encouragement post	Instagram: hair style posts
Story+post		1curl 1wave 1straight
Pinterest: facial pin	Pinterest: uplifting quotes	Pinterest:
YouTube:		YouTube:
EVENTS	EVENTS	EVENTS
LAUNCHES	LAUNCHES	LAUNCHES: new models

Nov-18

WEDNESDAY	THURSDAY
4	5
Facebook: mention giveaway	Facebook: cut + color look
Twitter: mention instagram giveaway	Twitter:
Instagram:	Instagram: behind the scenes story
Giveaway reveal-	Giveaway reminder
Urban decay shadow	Pinterest:
Pinterest:	Updo Inso
Long hair Inspo	
EVENTS	EVENTS
LAUNCHES:promote pinterest	LAUNCHES
11	12
Facebook: before+after	Facebook: blow out style
Twitter: mention openings	Twitter: facebook+instsa links
Instagram: special even upd	Instagram: fast mo blow out vid
Pinterest: short hair pin	Story mentioning post
	Pinterest: Blowout pin
EVENTS	EVENTS: promote blowout products
LAUNCHES	LAUNCHES
18	19
Facebook:	Facebook: makeup look
Twitter:	Twitter: openings
Instagram: mid week Encouragement	Instagram: makeup vid
Pinterest:	Pinterest: shadow look

FRIDAY	SATURDAY
6	7
Facebook: colab w/ SBS mention	Facebook:
Twitter: video link for colab	Twitter: Openings + giveaway reminder
Instagram: collor video story post for giveaway	Instagram: mention giveaway hair post
Pinterest:	Pinterest: braid Inspo
EVENTS	EVENTS
LAUNCHES	LAUNCHES
13	14
Facebook: before+after cut	Facebook: model call link
Twitter:	Twitter: model call link
Instagram: style from that day	Instagram: image of long hair mention model call+link
Pinterest:	Pinterest:
EVENTS	EVENTS hair model call
LAUNCHES	LAUNCHES
20	21
Facebook: before+after	Facebook: touch up look
Twitter:	Twitter: model call link
Instagram: story of cut	Instagram: weekend makeup weekend hair
Pinterest:	Pinterest: makeup pin

EVENTS	EVENTS
LAUNCHES	LAUNCHES
27	28
Facebook: week recap	Facebook: days openings
Twitter: shoutouts	Twitter: days openings
Instagram: meet owner	Instagram: evening look
pic of cher	
	Pinterest:
YouTube:	
EVENTS	EVENTS
LAUNCHES	LAUNCHES

		NOTES
Hashtags		
#hairbycher #behindthecher		
#urbandecay #giveawy		
#tutorial #healthyhair		
#urbandecay #giveawy		
#braidsfordays #behindthecher		
#blowout #styleit #newproduct		
#modelcall #hairbycher		
#linkinbio		
#naturalcurls #curlygirls		
#freshcurls #curlstyle		

#styleit #updo		
#hairbycher #before+after		

OPTIMIZED POSTING TIME

Twitter: 9am-11am

Facebook: 12pm-3pm

Instagram: 7pm-9pm

Pinterest 9am-2pm

SUNDAY	MONDAY	TUESDAY
5	6	7
Facebook: live stream for giveaway 6pm	Facebook: clients cut	Facebook: curl technique
Twitter: giveaway reminder	Twitter: openings	Twitter:
Instagram: brow tutorial		
Day 5braid	Instagram:day6braid	Instagram: day7braid
+opening info		Encouragement story
Pinterest:	Pinterest: long hair inspo	Pinterest: makeup pin
EVENTS	EVENTS	EVENTS
LAUNCHES	LAUNCHES	LAUNCHES
12	13	14
Facebook: holiday hrs fresh cut look	Facebook:	Facebook: guys cut look
Twitter: holiday hrs Giveaway reminder	Twitter:	Twitter: retweet 12th
Instagram: braid12	Instagram:braidday13	Instagram: braid13
Pinterest:	Pinterest: long hair inspo	Pinterest: makeup pin

EVENTS	EVENTS	EVENTS
LAUNCHES	LAUNCHES	LAUNCHES
19	20	21
Facebook:	Facebook: lazy day hair look	Facebook: holiday hrs xmas makeup
Twitter: weeks openings	Twitter: lazyday hair look Fb link	Twitter: holiday hrs
Instagram: braid19	Instagram: braid day 20	Instagram: day21braid
Pinterest:	Pinterest: holiday hair	Pinterest: makeup pin
		YouTube:
EVENTS	EVENTS	EVENTS
LAUNCHES	LAUNCHES	LAUNCHES
26	27	28
Facebook: NY party make	Facebook: NY party makeup	Facebook: NY party makeup
Twitter: fb link	Twitter:	Twitter:
Instagram: curl tutorial	Instagram: story: half up look tutorial	Instagram: fav holiday hair
Pinterest: ny hair	Pinterest:	Pinterest:
EVENTS NY makup pty	EVENTS	EVENTS
looks all week fb	LAUNCHES	LAUNCHES

Dec-18

WEDNESDAY	THURSDAY
1	2
Facebook: client pics	Facebook: b+a style
	Braid tutorial
Twitter: mention event	Twitter: any openings
Instagram: day 1 braid	Instagram: day 2 braid
Pinterest: pin holiday	Pinterest: short hair Inspo
Makeup Inspo	
LAUNCHES: 25 braids	EVENTS
of christmas	LAUNCHES
8	9
Facebook: repost braids	Facebook: interact post
Twitter: pole on what	Twitter:
Ppl want to see	
Instagram: day8braid	Instagram: braid9
short hair curl tutorial	Behind the scenes on story
Pinterest: pin holiday hair	Pinterest:
EVENTS	EVENTS
LAUNCHES	LAUNCHES
15	16
Facebook: giveaway	Facebook:
Reminder	
Twitter: giveaway last	Twitter: 25braids mention
chance entries	+link
Instagram: live: giveaway	Instagram: braid16
mention 25braids	
braid15	Pinterest: blonde highlights look
Pinterets:	

EVENTS:giveaway	EVENTS
LAUNCHES	LAUNCHES
22	23
Facebook: braid tutorial	Facebook: b+a style
Twitter:	Twitter: holiday plans?
	Retweet fun plans
Instagram: braid22	Instagram: braid23
Pinterest:	Pinterest: braids
YouTube:	
EVENTS	EVENTS
LAUNCHES	LAUNCHES
29	30
Facebook: NY part makeup	Facebook: NY party makeup
Twitter: NY plans Q	Twitter: happy NY eve
Retweet favs	
Instagram: fav hair prod	Instagram: fun NY eve hair
Pinterest: hair ideas	Pinterest: dark shadow looks
EVENTS	EVENTS
LAUNCHES	LAUNCHES

FRIDAY	SATURDAY
3	4
Facebook: giveaway details	Facebook: giveaway reminder
Live on Sunday	Night out makeup look
Twitter: giveaway details +link	Twitter: retweet 1st
Instagram: day3braid +tutorial vid	Instagram: day4braid look
Giveaway mention	Story: eye makeup
Pinterest:	Pinterest: GNO hair look
EVENTS: giveaway	EVENTS
LAUNCHES	LAUNCHES
10	11
Facebook: hair post	Facebook: oils giveaway reveal
Holiday plans	
Twitter: shout out hbs	Twitter: giveaway details
Instagram: braid10	Instagram: giveaway details
Treatment for ends method	Braid 11
Pinterest: hair oil products	Pinterest: GNO makeup look
EVENTS	EVENTS:oil giveaway
LAUNCHES	LAUNCHES
17	18
Facebook: clients hair	Facebook: WF makeup and hair
Twitter: WF openings	Twitter: WF openings
Instagram: brai17	Instagram:braid 18
winter fest hair + openings	WF makeup on story
Pinterest: dance hair looks	Pinterest:
dance makeup looks	

EVENTS WF	EVENTS
LAUNCHES	LAUNCHES
24	25
Facebook: xmas eve party	Facebook: happyy xmas post
hair	
Twitter:	Twitter: merry xmas tweet
Instagram: braid 24	Instagram: braid25
Story: makeup idea	Story: merry xmas
Pinterest:	LinkedIn:
YouTube:	YouTube:
EVENTS	EVENTS
LAUNCHES	LAUNCHES
31	
Facebook: NY part makeup	
Twitter:	
Instagram: Party makeup	
Pinterest: NY makeup + hair	

		NOTES
HASHTAGS		Diffrent
		Braid
#25braidschristmas		look
#christmashair		till
		xmas
#behindthecher		
#hairbycher		
#holidaygivaway #hairproducut		
#freestylehair		
#gnomakup #oilgivaway		
#behindthecher		
#winterdance #winterfest		
#openings #hairbycher		

#merrychristmas #25braidssofchristmas		
#hairbycher #behindthecher		
#makupwithcher		
#newyearwithcher #makeup		
#partylook #2019		

OPTIMIZED POSTING TIME

Twitter: mornings

Facebook: lunch

Instagram: evenings

Pinterest: all day

Jan-19									NOTES	OPTIMIZED POSTING TIME
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	HASHTAGS			
			1 Facebook: client b+a	2 Facebook: product display	3 Facebook: client b+a Bangs tips	4 Facebook: instagram link + crown info	#flowercrowns #hairbycher #flowerpower			Twitter: 7am-11am Facebook: 2pm-5pm Instagram: 7pm-10pm Pinterest: all day
			Twitter: happy ny	Twitter:	Twitter: weekend plans? retweet favs	Twitter: places to wear fcrowns Flower crown images				
			Instagram: client b+a	Instagram: bangs style tips	Instagram: flower crown diy	Instagram: flower crown images				
			Pinterest: long waves	Pinterest: short bangs style	Pinterest: flower crowns	Pinterest: curls				
			EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES				
5 Facebook: week openings	6 Facebook: quick updos vid	7 Facebook: clients b+a	8 Facebook: messy bun looks	9 Facebook: blowout pic + pricing	10 Facebook: curly hair styles	11 Facebook: layers	#blowoutstyle #freshlook			
Twitter: weeks openings	Twitter: quick updo vid	Twitter: availability	Twitter: link to pinterest Product shoutouts	Twitter: blowout pricing + openings	Twitter: curl hair tips	Twitter:	#curlygirty #freshcurls #naturalhair #hairbycher			
Instagram: blunt cut style	Instagram: 2min makeup	Instagram: messy bun pic	Instagram: low bun look Story: behind the scenes	Instagram: story: makeup look Ponytail vid	Instagram: natural curl tips	Instagram: long layers styled				
Pinterest: blunt cut style	Pinterest:	Pinterest: messy buns	Pinterest: soft shadow looks	Pinterest: ponytails	Pinterets:	Pinterest:				
EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES				
12 Facebook: Long hair inspo	13 Facebook: before + after cut	14 Facebook:	15 Facebook: winter favs	16 Facebook: before + after cut	17 Facebook: brow vid	18 Facebook: b+a	#winterfavs #chillydaystyle #hairbycher			
Twitter: weeks availability Instagram: beach wave tips	Twitter: Updo inspo	Twitter: availability Updo inspo	Twitter: winter favs	Twitter:	Twitter: brow options	Twitter: brow flash sale	#microblade #brows			
Instagram: beach wave tips	Instagram: 1curl 1wave 1straight	Instagram: story post on client looks	Instagram: winter favs	Instagram: client looks	Instagram: clients fresh brows	Instagram: brow flash sale b+a clients look				
Pinterest: beach wave tips	Pinterest: makeup look	Pinterest: dark hair inspo	Pinterest: winter products	Pinterest: long bangs style	Pinterets: brows	Pinterest: curls				
EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES				
19 Facebook:	20 Facebook: before + after cut	21 Facebook: clients b+a	22 Facebook: messy bun looks	23 Facebook: blowout pic + pricing	24 Facebook: before + after cut	25 Facebook: lazy day hair				
Twitter: weeks openings	Twitter: retweet15th	Twitter: availability	Twitter: link to insta + fb	Twitter: blowout pricing + openings	Twitter: curly hair tips	Twitter:				
Instagram: clients cuts	Instagram: behind the scenes	Instagram: story post on man bun look	Instagram: low bun look	Instagram: story: makeup look Long hair styles	Instagram: GNO Ideas+ styles	Instagram: lazy day makeup				
Pinterest: micro blade	Pinterest: hair inspo	Pinterest: dark hair inspo	Pinterest: long waves	Pinterest: ponytails	Pinterest: soft lip	Pinterest: soft curls				
EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES				
26 Facebook: short hair updos	27 Facebook: quick updos vid	28 Facebook: clients b+a	29 Facebook: hair treatment Prices+benefits	30 Facebook: product display						
Twitter: weeks openings	Twitter: long styles	Twitter:	Twitter: fb link + info about treatment	Twitter: blowout pricing + openings						
Instagram: clients looks	Instagram: 2min hair vid	Instagram: hair growth tips	Instagram: client b+a	Instagram: braid crown						
Pinterest: shadow look	Pinterest:	Pinterest:	Pinterest: long waves	Pinterest:						
EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES	EVENTS LAUNCHES						