

Comm 100 - Exploring the Communication Major
 PR Signature Assignment: Strategic 30-day Social Media Calendar
 Elliott Rubio
 2/24/2017
 Boston Red Sox's

Boston Red Sox's			
March	Twitter	Instagram	Snapchat
1	Fans: Boston Red Sox take on their first opponents at Baltimore! Be sure to support our boys this afternoon at 1:05 pm		
2	Fans: Still more action to go as we play at home against Tampa Bay at 1:00 pm.		Fans: Recap of the game featured on snapchat
3	Fans: Red Sox's yet again go on the road head to head against Atlanta at 1:00 pm	Community: Post a video and share why you think your school should have the Red Sox come to an assembly	
4	Fans: Be sure to tune in as the Red Sox hit the road once again to play at Pittsburgh at 1:00 pm.		
5	Fans: We make it back home as we face off against Atlanta at 1:00 pm	Teens: Tag us in a video of your best dances moves to be featured in a special event during the seventh inning stretch.	

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6	Fans: Highlights of last nights game, along with interviews of some of the players		
7	Fans: Once again we are on the road against Washington at 1:00 pm		Community: special charity sports event that will be recapped on snapchat
8	Fans: Support our boys and watch them take on the Mets at 1:00 pm this afternoon	Fans: Amazing photos of our allstars in action from this evening's game	
9	Seniors: Seniors are admitted free tonight along with complimentary hot dog and soda.		Community: send us of your best impersonations of one of our players and get the opportunity to meet them
10	Parents: kids get in half off for tonight's game against Baltimore.		
11			Community: Red Sox players will be playing catch in the park today with local fans
12	Fans: Recap of the highlights from tonight's very intense game, Enjoy!!		

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13	Tune in and watch our boys in red take on Toronto at 1:00pm this afternoon.		Players take control of the team snapchat again, be sure to tune in.
14	Community: Selected Red Sox players will be having a home run hitting contest, practice is an open viewing!		
15		Community: Pictures taken with some of most loyal fans, thank you for your support.	
16	Fans: Be sure to come out for game day and support our boys in red!		
17	Fans: This afternoon we are still going strong at home against Houston, be sure to come out and make some noise!		Fans: players give fans first hand experience of the locker room after a big win.
18	Fans: The Red Sox's take on Minnesota away this afternoon, watch us bring home the W this afternoon at 1:00 pm		Fans: take a look at what it's like for Red Sox players during a regen day after a game
19		Community: Display some of	

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		the more notable fan made art sent in by fans	
20	Fans: Come to the rivalry game tonight in red or white to receive discounts on the entrance fee.		
21	Community: Red Sox's players are visiting schools all across Boston to share the importance of education.		
22		Community: We share a scenic photo of the lit up empty stadium.	
23	Fans: Come and support the Red Sox at home today with an epic match-up coming your way.		
24			Fans: We take a look at how the umpires prep for the upcoming game hosted at home tonight Fasn:
25	Community: Thank you all for showing such consistent support for us both on and off the field.		

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26			Fans: Take a look as our Red Sox players show what a typical day off is like.
27	They want some more! Our Red Sox's take on Baltimore once more away at 1:00 pm		
28			Fans: Take a look at what it's like to travel with the Red Sox's on their travel back home
29	Fans: Once more we take on Minnesota, but now we have the home advantage. Come out and make some noise for us!		
30		Community: We are sharing some photos on the field with some of our most loyal fans with disabilities.	
31	Fans: This afternoon our boys will be ready to take the field at Washington at 4:00 pm.		