



CONTENT PLANNER

GOALS

- Reach millions of consumers
- Rebuild sales of cask beer
- Make good pubs and cask beer synonymous
- Make cask unmissable on social media for 17 days

Don't forget to use
#StandUpForCask (primary)
#PubFreshBeer (secondary)

MON	TUE	WED	THU	FRI	SAT	SUN
			01	02	03	04
05	06	07	08	09	10	11
12	13	14 Engage Stakeholders	15 Get a celebrity to support the campaign	16 Teaser for #StandUpForCask starting next week (socials)	17 Top 3 reasons why cask is great	18 Campaign starts tomorrow #StandUpForCask #PubFreshBeer
19 Campaign starts - talk about why cask matters to your business	20 Ask your followers to support + share the logo and say why they love cask	21 Staff pick: favourite cask beer	22 Ask a cask-based question + get involved with customer conversations	23 #FF to people who champion cask ale*	24 Video/photo pouring the perfect pint of your cask	25 Staff pick: favourite cask pubs
26 Week 2 of the campaign - get customers to vote for their favourite cask	27 Team photo standing up for cask	28 Video/photo showing casks being filled / brewing processes	29 Staff pick: favourite cask beer	30 #FF to Cask Ale Week which runs from 23rd Sep - 3rd Oct 2021	31 Raise a glass to farmers, maltsters, and hop growers	01 Photo montage + thanks to every customer for joining in #StandUpForCask

*this could be local celebrities, industry groups, beer writers, beer bloggers, influencers, suppliers, pubs...