

2 days before:

**two days! the
#hannajamsTour
is near and deer in...**

city location tag

between (time - time)

**spot the deer and get a free
pair of #hannajams**



swipe up to rsvp on facebook

only for new cities when there is a break -- refer to calendar for when/ who will communicate.

IG STORIES

clip 1: two days! the #hannajamsTour is near and deer in...

[enter location tag of city]

spot the deer and get a free pair of #hannajams!

swipe up to RSVP on facebook

link: www.facebook.com/pg/ShopHannaAndersson/events

FACEBOOK

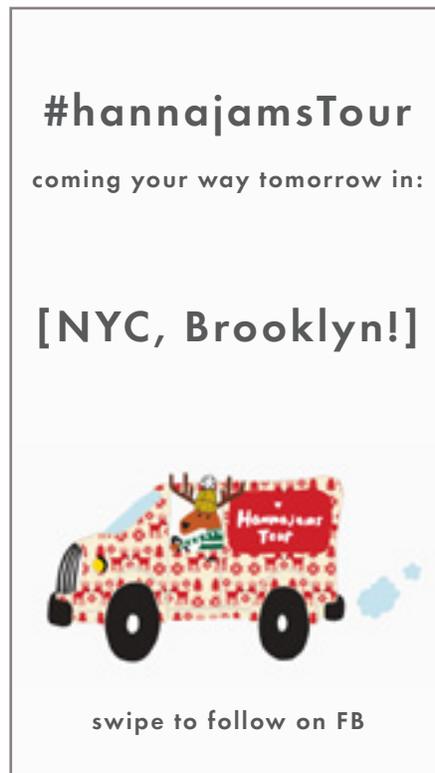
1 post in event: We're near and dear! We're giving away a free pair of #hannajams to the first 1,000 who spot the deer. Join us from 9-2 in (neighborhood location) and follow along @happyhannas to see exactly where the deer is parked!

day before:

this is _____ the host at stop:
_____ of the #hannajam-
stour! Stay tuned tomorrow
morning for an exact location
of where we'll be!



if host isn't there:



IG STORIES

Clip 1: (city host) "hey Hanna family! my name is ____ with Hanna Andersson and the host of the #hannajamsTour in the beautiful _____ city!" location tag

Clip 2: (city host) "stay tuned tomorrow morning for the exact location of where we'll land, spot the deer and receive a free pair of organic cotton #hannajams!" #hannajamsTour location tag

Clip 3: photo / clip of environment of the estimated location: ie:, cross street signs, local coffee/bakery shop, landmark, ect. location tag #hannajamstour

FACEBOOK

post 1: photo of location hint. "we're here in the beautiful _____ City, in _____ neighborhood! Stay tuned here and instagram stories @happyhannas to see where you can spot the deer and receive a free pair of #hannajams!"

day of: yay!

host: speaking to IG stories family for 1-2 clips to announce location, introduce themselves as the host.



content ideas: pics of the line, pj's, bus, boomerang of pj's being handed out. pic/boomerang of the balloons. bright, happy, fun



IG STORIES:

Clip 1: (city host) it's _____, and we're setting up here at geo location tag! come find the #hannajamsTour, we're giving away \$1,000 free pajamas today!

Clip 2: (city host) we'll be in the neighborhood from 9-2, stay tuned to see where we go next!

Clip 3-5: (content options) close up of the free long johns all tied up, pretty photo of the van, boomerang of the #hannajams being handed off, video of how long the line is, clip of host telling a snippet of their #hannajams tradition story.

Clip 6: (photo from event) thank you to everyone who stopped by! share your #hannajams traditions, we'd love to see!

Clip 7: (transition to next event-- photo from next event location, clip from next event host or generic bus image if neither are available) our next stop is location tag! follow along to see where to spot the deer and get your free #hannajams!

FACEBOOK: update location in event

1st post: (photo of event location) we're setting up here at: location address from 9-2 and will be giving away a free pair of #hannajams to the first 1,000 who spot the deer! Stay tuned for up-to-the-hour updates here or on our instagram stories, @happyhannas

2nd post: location update if needed.

3rd post: (photo album from event) thank you everyone who came to the #hannajamsTour at location address be sure to share your pics with #hannajams, and get matching ones for the rest of your family at www.hannaAndersson.com

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swipe up to RSVP on facebook

1 day before



day of!



city location tag



city location tag

if host(s) isn't there.

#hannajamsTour

coming your way tomorrow in:

city location tag



swipe to follow on FB

landmark hint content ideas:

#hannajamsTour

we'll be giving away free #hannajams to everyone who spots the deer! stay tuned for exactly where we'll be!

[location tag]



location tag #hannajamsTour



location tag #hannajamsTour

#hannajamsTour

coming your way tomorrow in:

city location tag

+

city location tag



swipe to follow on FB



#hannajamsTour

location tag

we'll be giving away free #hannajams to everyone who spots the deer! stay tuned for exactly where we'll be!

we're on the move! location update



#hannajamsTour

new location tag



#hannajamsTour

location tag



#hannajamsTour

location tag

new location host: join us tomorrow in [2nd location tag]



#hannajamsTour

new location tag