



PRIDE PACK  
#JOINTHEPACK

# Social Media Content Calendar


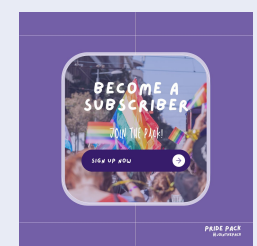

Brand: Pride Pack  
Content Dates: Late August 2022 - Mid September 2022  
Post Frequency Plan: 3 times a week for 3 weeks, Mon., Wed., Fri.

Keywords: LGBTQIA+ community, acceptance, learning, subscription box, education, teachers, social and emotional learning (SEL)




Branded Hashtags: #PridePack #JoinThePack #MyPridePack

Industry/Community Hashtags: #LGBTQIA, #Pride, #education, #school, #teacher, #teachtok, #teachersoftiktok, #pronouns, #teachertiktok, #teachingsel, #readalouds, #teachersofinstagram, #teachergram

Geographic Hashtags:

Date	Concept/Audience & Tagging	Copy/Hashtags	Graphic	Scheduling
Monday Aug 22, 2022	Concept: Introducing Pride Pack, about us, our mission and values Audience: educators, community leaders, parents	Welcome to Pride Pack, a subscription service for those who are looking to inform, educate, and advocate for the queer community and the kids of tomorrow. We are excited to debut our new service just in time for school to start! Inside our box is fun and educational readings, supplies for creative activities and an info card with additional information and/or resources. Let us be a part of your family and your school soon! #pridepack #jointhepack #LGBTQIA #education #teachingsel		Instagram
Wednesday Aug 24, 2022	Concept: Introducing our services and subscription plans Audience: educators, community leaders, parents	Summer is coming to a close and school is right around the corner. Now is a perfect time to get your very own Pride Pack for this year. We offer flexible plans from monthly, every three months, bi-yearly, and yearly subscription options all starting at a low price of \$20.00 a year. Let us be a part of your family and your school soon! #pridepack #jointhepack #LGBTQIA #education #teachingsel		Instagram
Friday Aug 26, 2022	Concept: How Pride Pack can help you in your classroom Audience: educators, community leaders, parents	Inside our boxes is information about the queer community catered to ages 5-14 that work both inside and outside the classroom. Everything is presented in a neutral and informative way to help open up a conversation of queerness in schools. #pridepack #jointhepack #LGBTQIA #education #teachingsel		Instagram

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Monday Aug 29, 2022	Concept: Celebrate the Start of the week Audience: educators, community leaders, parents	Welcome back to the pack everyone and happy monday! This week is a new start to your week and allows you to be awesome and embrace the inner you! You are amazing, incredible, and completely unique! Take this week by storm and never stop doing you! #pridepack #jointhepack #LGBTQIA #education #teachingsel #happypmnday #mondaymotivation		Instagram
Wednesd ay Aug 31, 2022	Concept: What is LGBTQIA+ Studies? Audience: educators, community leaders, parents	So.. what is LGBTQIA+ studies exactly? In short, it is the studies of the lives and opportunities of the lesbian, gay, bisexual, transgender, queer/questioning, intersex, asexual/aromantic and other fabulous and valid identities. These identities are not new but terms we should all know and learn about. Each information card includes explanations of each identity and helps continue the conversation of queerness in schools. #pridepack #jointhepack #LGBTQIA #teachingsel #pronouns #acceptance #education		Instagram
Friday Sept 2, 2022	Concept: Show us your #PridePack! (share photos of you with your subscription/using the learning materials) Audience: educators, community leaders, parents	Today we want to see what's in your pride pack! Tell us your favorite activity, reading, or new fact that came out of this month's Pride Pack! Taylor-Lof(@mx.readtherainbow)[they/them/theirs] and Juan Edgar Gonzalez jr. (@teaching3rdwithmrg)[he/him/his] show off their favorite parts of their box to their students this month! Let us be a part of your family and your school soon! #pridepack #jointhepack #LGBTQIA #education #teachingsel		Instagram

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Monday Sept 5, 2022	<p>Concept: Start of the Week/Q&amp;A on our IG Stories (creators of the product answer questions in real-time)</p> <p>Audience: educators, community leaders, parents</p>	<p>Later today, we will be hosting a Q&amp;A panel on our instagram stories and archiving everything for future reference. Everyone from our loving staff, authors, and customers who have purchased and/or have used the products will be answering questions on our Instagram story. Tune in and ask questions, we'd love to help!</p> <p>#pridepack #jointhepack #LGBTQIA #education #teachingsel #q&amp;a #helpushelpyou</p>		Instagram
Wednesd ay Sept 7, 2022	<p>Concept: What comes in a pack</p> <p>Audience: educators, community leaders, parents</p>	<p>Today, we want to talk about what actually comes in a pack. Each pack comes with a piece of fun literature, a creative, interactive activity, a digital lesson plan, and guidebook with links and contact information. All packs are unique each month and have different information depending on what level you purchased. Each pack has enough fun and learning for the entire month.</p> <p>#pridepack #jointhepack #LGBTQIA #education</p>		Instagram
Friday Sept 9, 2022	<p>Concept: Get to know us</p> <p>Audience: educators, community leaders, parents</p>	<p>Today, we wanted to introduce ourselves to the pack. We are lead by two amazing individuals Sean and Gabi who make all our boxes and pick out each and every piece of the boxes. Sean (He/Him/His) is a queer man who has done a lot of social justice work in college and is an advocate for queer education. Gabi (She/Her/Hers) is an educator who has worked with kids and is familiar with elementary learning. They put their passions together and thus Pride Pack was born. We are incredibly lucky for our following and customers helping us grow each and every day.</p> <p>-Sean and Gabi, Co-Ceo and Founders of Pride Pack</p> <p>#pridepack #jointhepack #LGBTQIA #education</p>		Instagram