



# Social Media Content Plan

July 2021

















Produced by : Alicia Mahabir



## Social Media Content Summary Calendar

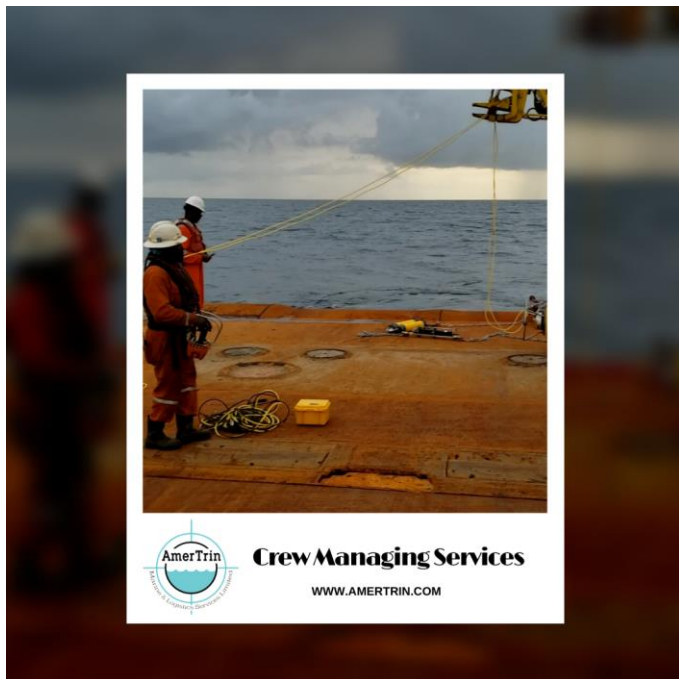


# JULY 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1  facebook. Linkedin	2  facebook. Linkedin	3
4	5  facebook.	6	7  facebook. Linkedin	8  facebook.	9	10
11	12  facebook.	13	14  facebook. Linkedin	15  Linkedin	16  facebook. Linkedin	17
18	19  facebook.	20  facebook. Linkedin	21  facebook. Linkedin	22  facebook.	23	24
25	26  facebook.	27	28  facebook. Linkedin	29  facebook.	30	31



# Social Media Content - Campaigns



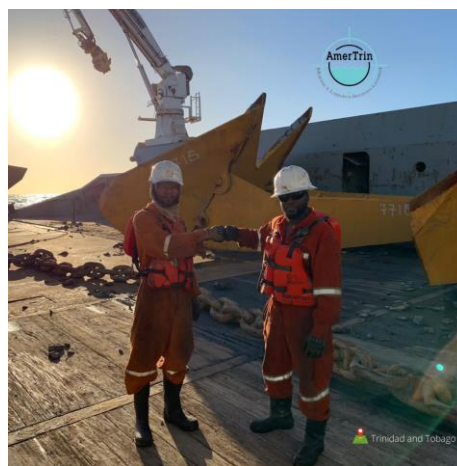
SERVICE CAMPAIGN

Linked  



COVID 19 CAMPAIGN

Linked  



REAL LIFE PHOTOS

Linked  



SPECIAL DAYS

Linked  



**PUBLISHING DATE:** 01 JULY 2021

**SOCIAL CHANNEL:** **facebook** **LinkedIn**

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



**CAMPAIGN:** **SERVICE**

**POST TYPE:** Image

**CAPTION:**

**Amertrin Marine & Logistics Services Limited** is dedicated to being the leader in our industry and providing superior service, which exceeds the expectations of our client.

Ensuring great Customer Experience at every touchpoint is our mission.

Our policy emphasizes customer focus, continuous improvement, quality measurement systems, employee involvement and teamwork.

For more information visit our website [www.amertrin.com](http://www.amertrin.com)



**PUBLISHING DATE:** 02 JULY 2021

**SOCIAL CHANNEL:** **facebook** **LinkedIn**

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



**CAMPAIGN:** **REAL LIFE PHOTOS**

**POST TYPE:** Image

**CAPTION:**

**Amertrin Marine & Logistics Services Limited** takes care of all your offshore support needs; including fuelling the team!

For more information visit our website [www.amertrin.com](http://www.amertrin.com)



**PUBLISHING DATE:** 05 JULY 2021

**SOCIAL CHANNEL:** **facebook** **LinkedIn**

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



**CAMPAIGN: SPECIAL DAYS**

**POST TYPE: Image**

**CAPTION:**

Happy 48th anniversary!

CARICOM Day is celebrated on 4 July.

On 4 July, 1973, four CARICOM Heads of Government affixed their signatures to the Treaty of Chaguaramas. The Hon. Errol Barrow, Prime Minister of Barbados, the Hon Forbes Burnham, Prime Minister of Guyana, the Hon. Eric Williams, Prime Minister of Trinidad and Tobago and the Hon. Michael Manley, Prime Minister of Jamaica signed the Treaty, thus laying the groundwork for a 'Community for All'.

Happy CARICOM Day!



**PUBLISHING DATE:** 07 JULY 2021

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



**SOCIAL CHANNEL:** **facebook** **LinkedIn**



**CAMPAIGN:** Educational Post- Seafarer

**POST TYPE:** Image

**CAPTION:**

Did you know there's levels to this ?

Educating others about the seafaring life is one of the things we love to do. Sailing is teamwork, so it needs different ranks to carry out specific duties. Two decades ago, ships had some other ranks, such as Radio Officer, Carpenter, Store Keeper, Second Cook, Second Steward, and Purser, but nowadays these ranks hardly exist.

Join us as we look at some of the ranks you can apply for.

  
**SEAFARER JOB RANKS**

**MASTER**

The Master is the person holding the Deck Class I certificate of competency (COC) (Unlimited/Foreign going). He is the commanding person of the ship and the highest-ranked Deck Officer. Nevertheless, the Master has power over other ranks, and can dismiss any crew member from the ship under reasonable circumstances.

[WWW.AMERTRIN.COM](http://WWW.AMERTRIN.COM)



**PUBLISHING DATE:** 08 JULY 2021

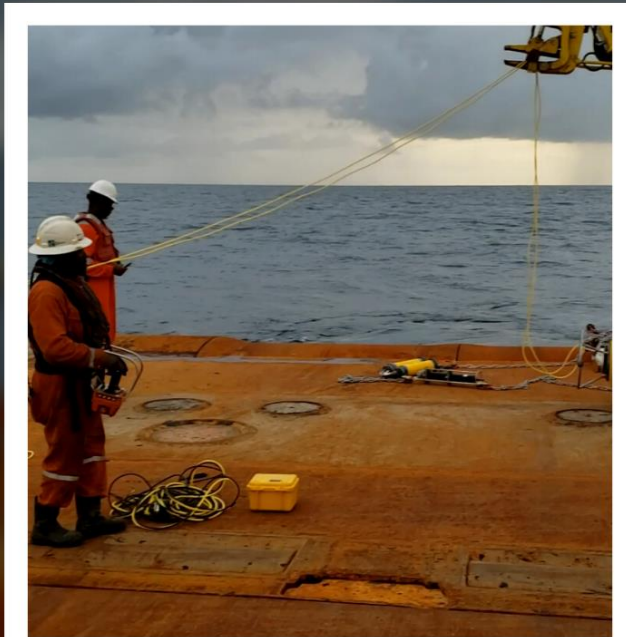
**SOCIAL CHANNEL:** **facebook** **LinkedIn**

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



**Crew Managing Services**

[WWW.AMERTRIN.COM](http://WWW.AMERTRIN.COM)

**CAMPAIGN:** **SERVICE**

**POST TYPE:** Image

**CAPTION:**

**AmerTrin** works diligently with our clients to cover all their crew management needs.

Working in conjunction with our affiliate Marlog Services Ltd, we provide; long-term strategic planning and pool arrangement, allotment, budgeting and accounting, training, travel arrangements, provisions, recruitment and selection, crew welfare and taxation, immigration advisory and overall project coordinating.

For more information visit our website [www.amertrin.com](http://www.amertrin.com)



**PUBLISHING DATE:** 12 JULY 2021

**SOCIAL CHANNEL:** **facebook** **LinkedIn**

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



**CAMPAIGN:** COVID – Vaccinate to Operate

**POST TYPE:** Image

**CAPTION:**

Vaccination is a safe and effective way to prevent disease and save lives – now more than ever.

Today there are vaccines available to protect against at least 20 diseases, such as diphtheria, tetanus, pertussis, influenza and measles. Together, these vaccines save the lives of up to 3 million people every year.

When we get vaccinated, we aren't just protecting ourselves, but also those around us. Some people, like those who are seriously ill, are advised not to get certain vaccines – so they depend on the rest of us to get vaccinated and help reduce the spread of disease.

#VaccinatetoOperate



**PUBLISHING DATE:** 14 JULY 2021

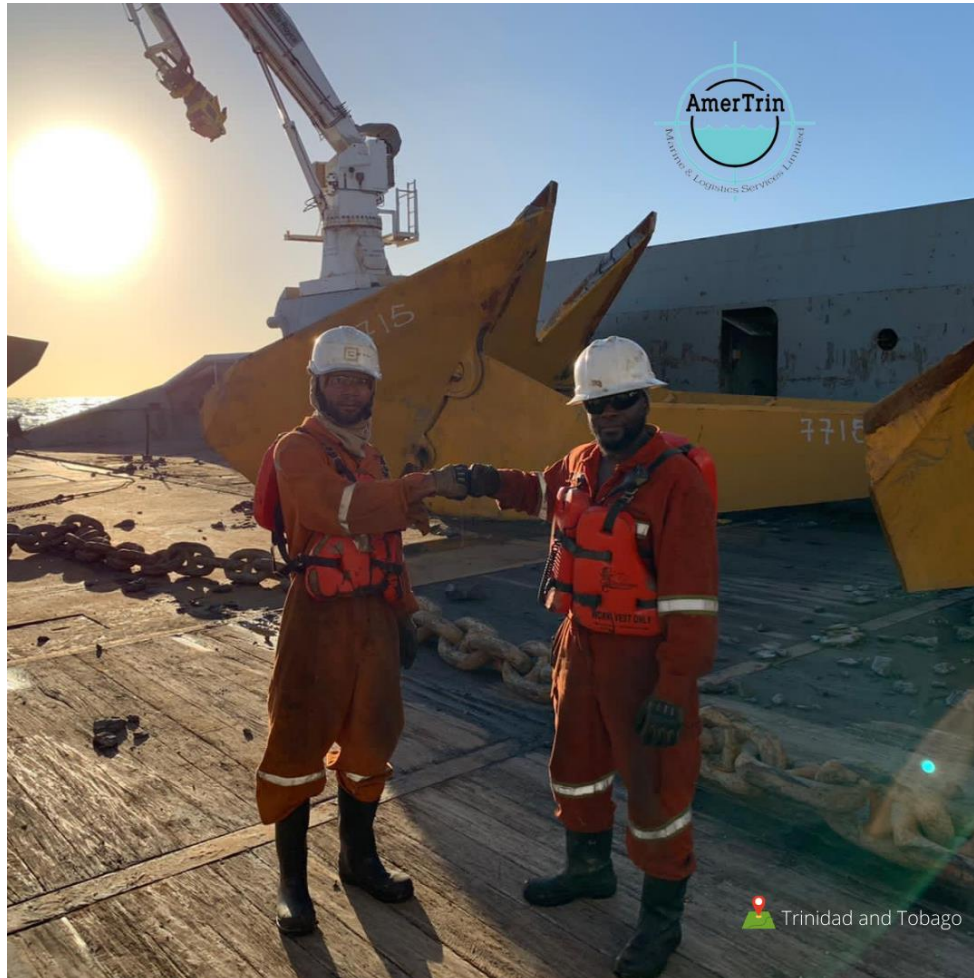
**SOCIAL CHANNEL:** **facebook** **LinkedIn**

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



**CAMPAIGN:** **Real Life PHOTOS**

**POST TYPE:** Image

**CAPTION:**

They say teamwork makes the dream work.

We couldn't agree more!



**PUBLISHING DATE:** 15 JULY 2021

**SOCIAL CHANNEL:** **facebook** **LinkedIn**

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



**CAMPAIGN: SERVICE**

**POST TYPE:** Image

**CAPTION:**

AmerTrin's dedicated team will work together with our clients on their offshore exploration projects to completion.

Our marine services include anchor handling for derrick lay barges, pipe joint transportation and transportation of personnel, supplies and materials on our utility vessels to aid in offshore drilling and production.

To Learn more visit our website [www.amertrin.com](http://www.amertrin.com)



**PUBLISHING DATE:** 19 JULY 2021

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



**SOCIAL CHANNEL:** **facebook** **LinkedIn**



**CAMPAIGN:** Educational Post- Seafarer

**POST TYPE:** Image

**CAPTION:**

Did you know there's levels to this ?

Educating others about the seafaring life is one of the things we love to do. Sailing is teamwork, so it needs different ranks to carry out specific duties. Two decades ago, ships had some other ranks, such as Radio Officer, Carpenter, Store Keeper, Second Cook, Second Steward, and Purser, but nowadays these ranks hardly exist.

Join us as we look at some of the rank you can apply for.

  
**SEAFEARER JOB RANKS**



The Bosun is the deck foreman, or the crew's spokesman. He will perform various jobs on deck: wire splicing, mixing paints, cleaning, arranging stores, assisting the Chief Mate during anchoring, and, most of the time, supervising the deck ratings. He must bring any problem related to the crew to the Chief Mate's concern.

[WWW.AMERTRIN.COM](http://WWW.AMERTRIN.COM)



**PUBLISHING DATE:** 20 JULY 2021

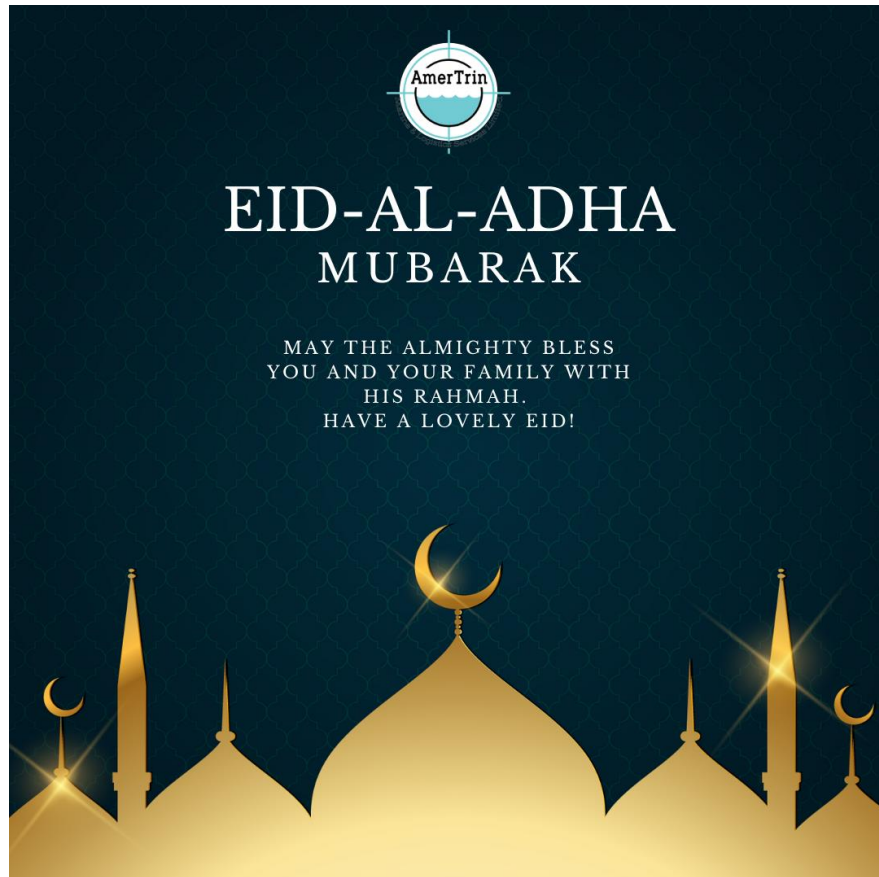
**SOCIAL CHANNEL:** **facebook** **LinkedIn**

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



**CAMPAIGN:** **SPECIAL DAYS**

**POST TYPE:** Image

**CAPTION:**

Wishing All Eid Mubarak!



**PUBLISHING DATE:** 22 JULY 2021

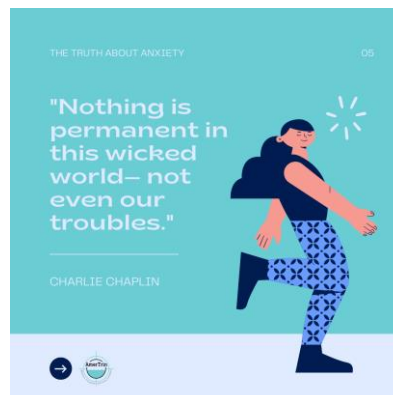
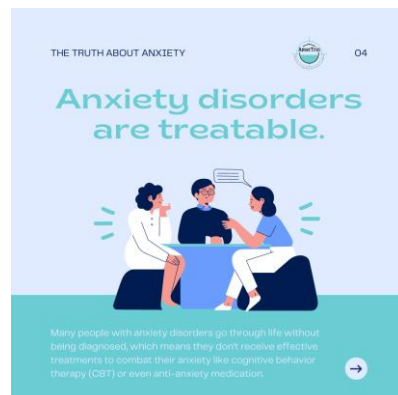
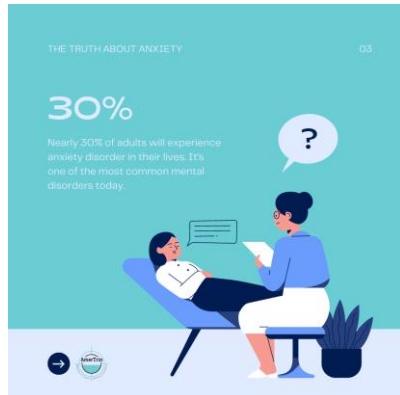
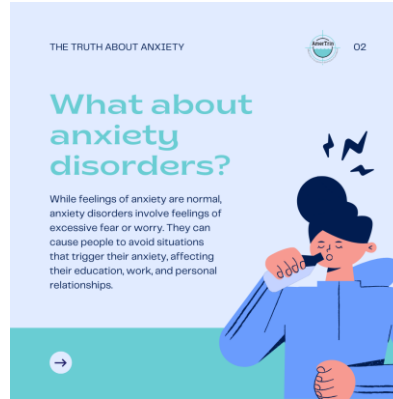
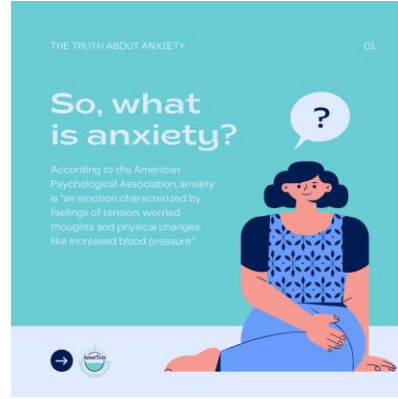
**SOCIAL CHANNEL:** **facebook** **LinkedIn**

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



**CAMPAIGN:** **COVID – Mental Health**

**POST TYPE:** Image Carousel

**CAPTION:**

The stress of a crisis can take a toll on your mental health.

Finding ways to cope with your fear and anxiety will help you and the people you care about stay strong during the coronavirus outbreak.



**PUBLISHING DATE:** 23 JULY 2021

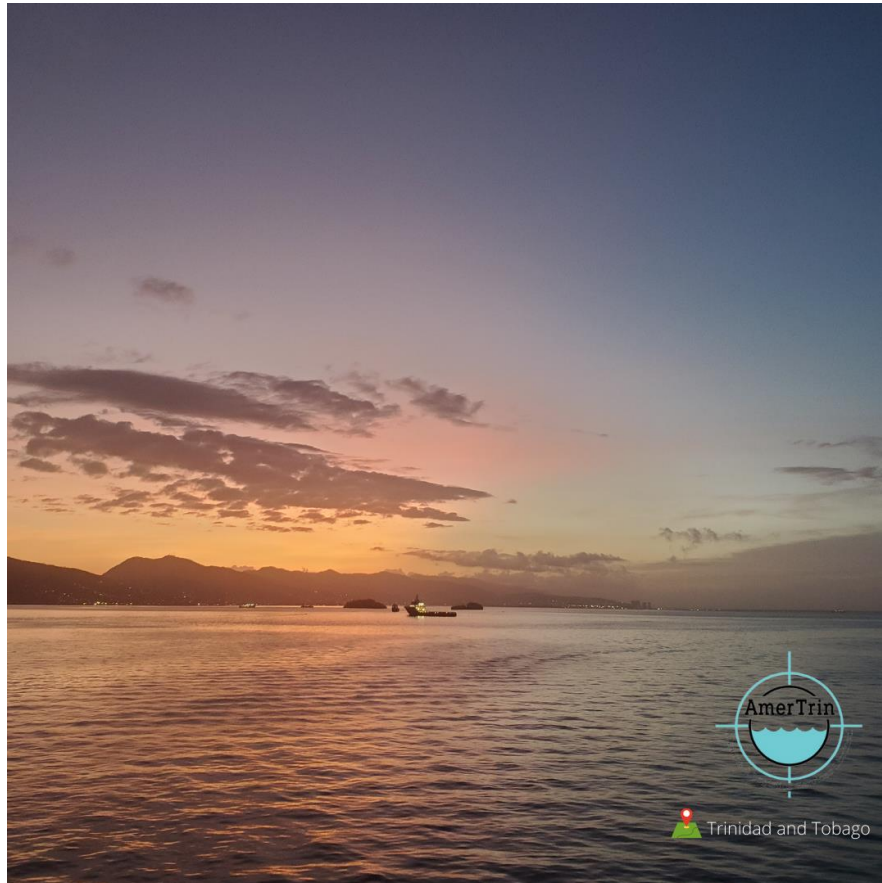
**SOCIAL CHANNEL:** **facebook** **LinkedIn**

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



**CAMPAIGN:** **REAL LIFE PHOTOS**

**POST TYPE:** Image

**CAPTION:**

Sometimes all you need is a simple sunset to put things into perspective.

We are all tiny specs in the grander scheme of things.

Walk lightly and live peacefully!



**PUBLISHING DATE:** 26 JULY 2021

**SOCIAL CHANNEL:** **facebook** **LinkedIn**

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



**Offshore Support Services**

[WWW.AMERTRIN.COM](http://WWW.AMERTRIN.COM)

**CAMPAIGN:** **SERVICE**

**POST TYPE:** Image

**CAPTION:**

AmerTrin's dedicated team will work together with our clients on their offshore exploration projects to completion.

Our marine services include anchor handling for derrick lay barges, pipe joint transportation and transportation of personnel, supplies and materials on our utility vessels to aid in offshore drilling and production.

To Learn more visit our website [www.amertrin.com](http://www.amertrin.com)



**PUBLISHING DATE:** 28 JULY 2021

**SOCIAL CHANNEL:** **facebook** **LinkedIn**

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



  
**SEAFEARER JOB RANKS**



The Fitter is an expert in welding, grinding, boring and gas cutting. He operates the lathe machine as well. Most of the time he works in the engine department under the Second Engineer, but you find Deck Fitters as Voyage Fitters as well. His rank is equal to Bosun.

[WWW.AMERTRIN.COM](http://WWW.AMERTRIN.COM)

**CAMPAIGN:** **Educational Post- Seafarer**

**POST TYPE:** Image

**CAPTION:**

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**PUBLISHING DATE:** 29 JULY 2021

**SOCIAL CHANNEL:** **facebook** **LinkedIn**

**ADVERTISING**

**PAID POST:**

\$1 USD for 1 Day

Total Spend on post = \$1 USD



**Offshore Support Services**

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**POST TYPE: Image**

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