

# Marketing

- Social Media
  - What's Happening Post

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# What's Happening Post

For both Trivia Mafia and The Initials Game Live, we create an image deck for posting on Meta (FB and IG). This deck is focused on What's Happening in a limited sense: new schedule events/customer sites, schedule event changes (Long Term Schedule Changes, one-time Cancellations, and start/end of a Hiatus), and special events (Theme trivia or public-facing Private Events). We might also note things like "All trivia dark for Thanksgiving Day" but generally limit the contents to Customer-specific (or Client-specific, if a Private Event) happenings.

Process Doc:

<https://docs.google.com/document/d/17bFle2mQHvDHYZkDiDakhJjv1PxHna5LnDE792p1jtg/edit>