

## Social Media Schedule:

**Client:** XFINITY Live!

**Overview:** To promote the PAWS charity event at XFINITY Live!, we will use various social media platforms. We want to promote the event and encourage ticket sales.

June 1, 2015 at 2:00 p.m.: Announce event

Twitter: @PhillyPAWS will be bringing adoptable dogs and a ton of fun to XFINITY Live! on July 17th. Buy your tickets now and be entered to win a prize!

[www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) #YappyHour

Facebook: Philadelphia Animals Welfare Society will be bringing adoptable dogs and a ton of fun to XFINITY Live! on July 17th. Buy your tickets now and be entered to win a prize!

[www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) #YappyHour

June 8, 2015 at 2:00 p.m.:

Twitter: XFINITY Live! is a great venue for nonprofit events! We have in house catering and bar services, as well as, indoor and outdoor spaces. Shut down XFINITY Live! to raise money for your charity! [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents)

Facebook: XFINITY Live! is a great venue for nonprofit events! We have in house catering and bar services, as well as, indoor and outdoor spaces. Shut down XFINITY Live! to raise money for your charity! [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents)

June 12, 2015 at 12:00 p.m.:

Twitter: @ChaseUtley and XFINITY Live! will be helping the homeless pets of Philadelphia on July 17th with the help of @PhillyPAWS. Come join us! #YappyHour

[www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents)

Facebook: Chase Utley and XFINITY Live! will be helping the homeless pets of Philadelphia on July 17th with the help of Philly PAWS. Come join us!

[www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) [link to PAWS Youtube video explaining charity's goal] #YappyHour

June 15, 2015 at 10:00 a.m.:

Twitter: Help save Philadelphia's homeless and abandoned animals by having a good time! Get your tickets to Yappy Hour on July 17th today! #YappyHour

[www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents)

Facebook: Help save Philadelphia's homeless and abandoned animals by having a good time! Get your tickets to Yappy Hour on July 17th today! [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents)  
#YappyHour

June 20, 2015 at 10:00a.m.:

Twitter: Looking for a new pet? Come to @PhillyPAWS event at XFINITY Live! to meet your new best friend on July 17th. Get your tickets at [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents)  
#YappyHour

Facebook: Looking for a new pet? Come to Philadelphia Animal Welfare Society's event at XFINITY Live! to meet your new best friend on July 17th. Get your tickets at [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) #YappyHour

June 25, 2015 at 3:00 p.m.:

Twitter: Drinks, Food, @Chase Utley, and Dogs! What could be better than a Yappy Hour with @PhillyPAWS. Get your tickets early! #YappyHour  
[www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) [picture of adoptable dog]

Facebook: Drinks, Food, Chase Utley, and Dogs! What could be better than a Yappy Hour with Philly PAWS. Get your tickets early! [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents)  
#YappyHour [picture of adoptable dog]

July 1, 2015 at 12:00 p.m.:

Youtube: post video introducing the PAWS dogs who will be at event.

Twitter: Meet your new best friend at Yappy Hour with @PhillyPAWS. Buy your tickets today! #YappyHour [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) [link to youtube video introducing PAWS dogs]

Facebook: Meet your new best friend at Yappy Hour with Philly PAWS. Buy your tickets today! #YappyHour [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) [link to youtube video introducing PAWS dogs]

July 5, 2015 at 10:00 a.m.:

Twitter: Time is running out to get the discounted ticket price for Yappy Hour! Help Philadelphia's animals by attending a great party hosted by @ChaseUtley on July 17th! #YappyHour [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) [picture of adoptable dog]

Facebook: Time is running out to get the discounted ticket price for Yappy Hour! Help Philadelphia's animals by attending a great party hosted by Chase Utley on July 17th! #YappyHour [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) [picture of adoptable dog]

July 10, 2015 at 12:00 p.m.:

Twitter: Need something fun to do on a Friday? Come join @PhillyPAWS and @ChaseUtley on July 17th and play with some adoptable dogs! Food, Drinks, and Games. Buy your tickets today and help animals find lovely homes! [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) #YappyHour

Facebook: Need something fun to do on a Friday? Come join Philly PAWS and Chase Utley on July 17th and play with some adoptable dogs! Food, Drinks, and Games. Buy your tickets today and help animals find lovely homes! [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) #YappyHour

July 12, 2015 at 2:00 p.m.:

Twitter: Come out to XFINITY Live! on July 17th to see @ChaseUtley and meet your new best friend. @PhillyPAWS will be bringing adoptable dogs for a Yappy Hour with drinks, food, and games! [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) #YappyHour [link to youtube video introducing dogs]

Facebook: Come out to XFINITY Live! on July 17th to see Chase Utley and meet your new best friend. Philadelphia Animal Welfare Society will be bringing adoptable dogs for a Yappy Hour with drinks, food, and games! [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) #YappyHour [link to youtube video introducing dogs]

July 14, 2015 at 10:00 a.m.:

Twitter: Come to Yappy Hour on July 17th and help @PhillyPAWS save Philadelphia's homeless animals! Get more information and buy tickets at [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) #YappyHour

Facebook: Come to Yappy Hour on July 17th and help @PhillyPAWS save Philadelphia's homeless animals! Get more information and buy tickets at [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) #YappyHour

July 15, 2015 at 10:00 a.m.:

Twitter: Adoptable dogs, food and ,drinks! Come enjoy Yappy Hour with @PhillyPAWS at XFINITY Live! on this Friday! #YappyHour [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents)

Facebook: Adoptable dogs, food and ,drinks! Come enjoy Yappy Hour with Philly PAWS at XFINITY Live! on this Friday! #YappyHour [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents)

July 16, 2015 at 12:00 p.m.:

Twitter: Tomorrow @ChaseUtley and adoptable K9s will fill XFINITY Live! with cuteness in hopes of raising money to help @PhillyPAWS save Philadelphia's animals. There is still time to get your tickets! [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) #YappyHour

Facebook: Tomorrow Chase Utley and adoptable K9s will fill XFINITY Live! with cuteness in hopes of raising money to help Philly PAWS save Philadelphia's animals. There is still time to get your tickets! [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) #YappyHour

July 17, 2015 at 10:00 a.m.:

Twitter: @ChaseUtley will be arriving soon to host this afternoon's Yappy Hour to raise money for @PhillyPAWS at XFINITY Live! You can still get your tickets at the door for \$20. Go to [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) for more info. #YappyHour

Facebook: Chase Utley will be arriving soon to host this afternoon's Yappy Hour to raise money for Philly PAWS at XFINITY Live! You can still get your tickets at the door for \$20. Go to [www.xfinitylive.com/charityevents](http://www.xfinitylive.com/charityevents) for more info. #YappyHour

July 17, 2015 at 2:00 p.m.:

Twitter: #YappyHour is about to begin and @ChaseUtley looking almost as good as the dogs looking for new homes. Be sure to post all your photos from the day using #YappyHour.

Facebook: #YappyHour is about to begin and Chase Utley looking almost as good as the dogs looking for new homes. Be sure to post all your photos from the day using #YappyHour.