

Date	Post	Image	Caption	Platform	Posted
Wednesday Sept 6th	Intro to new account with an Instagram slide.		Hey y'all and welcome to the new and improved Auburn Barberitos Instagram! Whether you frequent our mall or downtown destination this is the page for you! Be sure to give us a follow so you don't miss anything Barbs related!	Instagram Post	<input type="checkbox"/>
Friday Sept 8th	Want to be a Barbs athlete? Graphic Post.	Graphic post of a current Barbs athlete. If we cannot get an athlete then we can use some of the pictures Tate took.	ATTENTION AUBURN ATHLETES! We're looking for players from all sports to represent Barberitos on and off campus this semester! If you're interested in free meals and free merchandise in exchange for social media posts, DM us "Barbs Athlete"!	Instagram Post	<input type="checkbox"/>
Monday Sept 11th	Team Member Monday: Sawyer Rohling		Get excited because its our first Team Member Monday!! Today we are highlighting an employee from our downtown location, Sawyer Rohling. Sawyer's favorite menu item are the Nacho's and if he could see any Auburn athlete sponsor Barberitos it would be @thejaquehunter. Thanks for your dedication to Barbs, Sawyer!	Instagram Post	<input type="checkbox"/>
Wednesday Sept 13th	Parking Reel	A reel showing customers how to find parking. Parking reel: https://t.me/auapods https://www.instagram.com/downtownbarbs/ https://www.facebook.com/BarbsUGA/ https://www.youtube.com/channel/UCr8-5f8Jg8	Did y'all know it costs approximately \$10.00 to park at Barberitos? Follow the directions from this reel the next time you stop by!	Instagram Reel	<input type="checkbox"/>
Thursday Sept 14th	Homecoming Weekend	Graphic of promoting Barberitos for post game meal.	Happy Homecoming Weekend! Be sure to stop by Barberitos this weekend for a post-win meal against Samford!	Instagram Post	<input type="checkbox"/>
Thursday Sept 14th	Homecoming Weekend Story	Graphic of promoting Barberitos for post game meal.	...	Instagram Story	<input type="checkbox"/>
Week of 11th-15th	Tentative! Start Posting stories/a post about the grand opening GA weekend, GA vs Auburn fan contest: how many AU fans come versus how many GA fans?	TBD	TBD	Instagram Post	<input type="checkbox"/>
Sunday Sept 17th	Kids eat free with one adult entree post.		Nothing beats free Barberitos! Don't forget that kids eat Free with the purchase of one adult every Monday!	Instagram Reel	<input type="checkbox"/>
Monday Sept 18th	Team Member Monday: Kamren Lyon-Tolst		Happy Team Member Monday y'all! Today we are highlighting another employee from our downtown location, Kamren Lyon-Tolst. Kamren's favorite Barbs item to make is a burrito and his favorite thing about working here are the customers (AND the quality of Barberitos's food)! Give it up for Kamren, y'all!	Instagram Post	<input type="checkbox"/>
Wednesday Sept 20th	Barbs under the Standard promotion (push post)	A reel promoting the Barberitos under the Standard. https://t.me/auapods https://www.instagram.com/downtownbarbs/ https://www.facebook.com/BarbsUGA/ https://www.youtube.com/channel/UCr8-5f8Jg8	Have y'all had the chance to check out our new location? Located under the Standard apartment complex in downtown Auburn, this Barbs makes a great pit stop post shopping day or workout class!	Instagram Reel	<input type="checkbox"/>
Thursday Sept 21st	Another push post about potential grand opening.	TBD	...	Instagram Post	<input type="checkbox"/>
Thursday Sept 21st	A story to go with the grand opening push post.	TBD	...	Instagram Story	<input type="checkbox"/>
Friday Sept 22nd	Fresh Ingredient Rec.	Video includes team member making a quesadilla with fresh ingredients. https://t.me/auapods https://www.instagram.com/downtownbarbs/ https://www.facebook.com/BarbsUGA/ https://www.youtube.com/channel/UCr8-5f8Jg8	Our farm fresh ingredients make us DIFFERENT! Barberitos prides themselves on food quality, and it seems like y'all notice. Try out our house made pico de gallo on any Barbs item of your choice!	Instagram Reel	<input type="checkbox"/>
Monday Sept 25th	Grand Opening Week! Day 1 Instagram graphic promoting the grand opening. Stories will also be posted on this day.	Content will be made closer to the grand opening.	Get up Tiger fans, its UGA hate week! Since UGA is home to Barberitos locations what better way to spend game day this weekend than challenging y'all to see which fan base can give our downtown location a better turnout!	Instagram Post	<input type="checkbox"/>
Tuesday Sept 26th	Day 2 Concourse Microphone Challenge.	Content will be made closer to the grand opening.	TBD	Instagram Reel	<input type="checkbox"/>
Wednesday Sept 27th	Day 3 Content Week: Promote AU vs GA challenge.	Content will be made closer to the grand opening.	TBD	Instagram Reel	<input type="checkbox"/>
Wednesday Sept 27th	Backup if Grand Opening isn't this week: Come to Barbs with me.	Content will be made closer to the grand opening.	TBD	Instagram Post	<input type="checkbox"/>
Thursday Sept 28th	Day 4: Taking Videos of the set up of the tents/transferring into pictures of the food. DO GAMEDAY WITH BARBS!	Content will be made closer to the grand opening.	It's almost that time! Don't forget to DO GAMEDAY WITH BARBS!	Instagram Reel	<input type="checkbox"/>
Friday Sept 29th	Day 5: If possible get athletes to promote Barbs Grand Opening. Backup if Grand Opening isn't this week: Microphone trend on campus.	Content will be made closer to the grand opening.	TBD	Instagram Reel	<input type="checkbox"/>
Saturday Sept 30th	Day 5: Gameday Content/winner of challenge to see which fanbase went to the Barbs Standard location more.	Content will be made closer to the grand opening.	WINNER WINNER BURRITO DINNER! This weekend fans showed out at the Barbs Standard location for their...	Instagram Post	<input type="checkbox"/>
NOTES	Take gameday footage.		TENTATIVE CAPS FOR GRAND OPENING the oldest rivalry in the south		

