

Franklin Inn Club Sample Social Media Plan

Instagram / Facebook Posts

Monday Quarterback Lunches - 12:30 - 1:45 pm

Thursday Roundtable Lunches - not the third Thursday of the month - 12:30 - 1:45 pm

Monthly Club Dinners - Cocktails @ 5:30, Speaker @ 6:15, Dinner @ 7:00

Annual Events (holiday dinners, etc)

Create A Hashtag: #FranklinInnClub

Hashtags: #FranklinInnClub #philly #philadelphia #phillyarts #phillyfood #phillyculture #club #history #phillyhistory #smallbusinesses #localphilly #visitphilly #phillysupportphilly #cityofbrotherlylove #art #food #literacy #community

Topics to post about:

- Monday Quarterback Lunches
- Thursday Roundtable Lunches
- Annual events
- Events
 - Cooking classes
 - Restaurant outings
 - Bourbon Tastings
- How to become a member
 - Discount benefits
 - Partnerships
 - Why members love the club
- Merchandising
- Special discussions
- Member Features
- Past member highlights
- Host your event at The Club
- History of The Club

make sure Instagram posts are pushed to Facebook

This example plan is 4 posts a week. It is suggested to post a feed or story at least three times a week. These posts can be spread out across another week if necessary.

Monday - Become a Member:



Discover your urban oasis of art, culture, and conversation. Join The Franklin Inn Club and be part of over a century of ideas and community. 🖋️ 🍷

More information can be found using the link in our bio.

#FranklinInnClub #philly #philadelphia #phillyarts #phillyfood #phillyculture #club #history
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#cityofbrotherlylove #art #food #jointoday

Tuesday - Nothing:

Wednesday - Join us tomorrow for Roundtable:



An afternoon of insights and conversation with inspiring guest speakers. Attend The Franklin Inn Club's thought-provoking roundtables every Thursday at 12:30 pm.

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Thursday - Bourbon Tasting Event:



Raise your glass to an evening of bourbon and elegance 🍷 ✨ Join us on November 29th for a tasting experience like no other at The Franklin Inn Club.

Reserve your spot today with the link in our bio!

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#cityofbrotherlylove #art #food #bourban #taste

Friday - Repost Bourbon Tasting onto Instagram/Facebook Story:

Use the add a link feature to insert the RSVP link onto the story.

Words on the screen:

Attention bourbon lovers!

Join us on November 29th!

Words on the link:

RSVP here

Monday - Host Your Event:



Looking for the perfect venue to host your event? The Franklin Inn Club offers an elegant and welcoming space for private gatherings, corporate events, and celebrations.

Let us make your occasion unforgettable with the link in our bio! 🍷 🏛️

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#cityofbrotherlylove #art #food #corporate #celebrate #eventspace #venue

Tuesday - nothing:

Wednesday - history:



Founded in 1902, The Franklin Inn Club has been a cornerstone of Philadelphia's cultural scene for over a century. From its humble beginnings on Chancellor Street to its charming home on S. Camac Street, the Inn blends rich history with timeless conversation. 🏛️

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Thursday - member highlight:



Member Highlight: Beatrice Martin

Beatrice has been a member of The Franklin Inn Club since 2018. She loves participating in the weekly Thursday Roundtable discussions and looks forward to the special event programming.

“I love being a part of a community with the same interests in culture, current news, and arts as I do.”

Click the link in our bio to join The Franklin Inn Club today.

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#cityofbrotherlylove #art #food #member

Friday:

Repost history Instagram post onto Instagram/Facebook story.

Words on screen:

Learn more about our extensive history on the website!

Use add a link feature to link the website onto the story.

Monday:



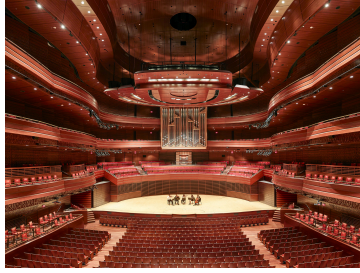
Thank you to those who joined us at our weekly Quarterback lunch today! The room was filled with lively and vibrant discussions of literacy and culture.

To join us at our future events, click the link in our bio.

#FranklinInnClub #philly #philadelphia #phillyarts #phillyfood #phillyculture #club #history
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#cityofbrotherlylove #art #food #literacy

Tuesday - nothing:

Wednesday:



Join The Franklin Inn Club on our outing to see The Philadelphia Orchestra. Experience a night of moving music at the beautiful Kimmel Cultural Center.

To reserve your spot, use the link in our bio.

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Thursday - holiday gifts:



Give the gift of The Franklin Inn Club this holiday season. Purchase or renew a membership using the link in our bio or bring The Club home with exclusive merchandise! With everything from wine glasses to t-shirts, we have the perfect gift for anyone.

Shop now in person or on our website.

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Friday:

Repost holiday season post onto Instagram/Facebook story:

Get ready for the season!

Use add a link feature and change the words on it:

Shop exclusive merchandise here!