

WORLD FRANCHISE DAY 2025

Member Social Media Calendar

PRE-LAUNCH PHASE

May 22, 2025

Time: 12:00pm

Platform: LinkedIn, Facebook, Instagram

Post Title: WE'RE CELEBRATING WORLD FRANCHISE DAY!

Content Focus: Announcement & Excitement

EXCITING NEWS: [Your Business Name] will be celebrating the first ever World Franchise Day on June 11, 2025!

As a proud locally owned franchise, we're excited to join thousands of franchise businesses across Australia in highlighting how franchises like ours contribute to the [City/Town] community.

Did you know that franchising contributes \$173 billion to the Australian economy and supports over 500,000 jobs? We're proud to be part of this vibrant sector!

Stay tuned for more updates as we count down to World Franchise Day!

#WorldFranchiseDay #LocallyOwned #SmallBusiness #[YourBrand]

May 27, 2025

Time: 2:00pm

Platform: LinkedIn, Facebook, Instagram

Post Title: THE FACES BEHIND [YOUR FRANCHISE NAME]

Content Focus: Local Ownership Story

MEET THE LOCAL OWNERS OF [YOUR FRANCHISE NAME]!

World Franchise Day is approaching on June 11, and we want to introduce you to the people behind our business:

[Share your franchisee's personal story, include details about:]

- When and why you started your franchise
- Your connection to the local community
- What you love about being a small business owner
- How your franchise creates local jobs

We're proud to be locally owned and operated while delivering the quality and consistency you expect from [Brand Name].

#WorldFranchiseDay #LocallyOwned #SmallBusiness #[YourBrand] #CommunityBusiness

June 1, 2025

Time: 9:00am

Platform: LinkedIn, Facebook, Instagram

Post Title: 10 DAYS UNTIL WORLD FRANCHISE DAY!

Content Focus: Community Impact

HOW [YOUR FRANCHISE] SUPPORTS [YOUR COMMUNITY]

As we count down to World Franchise Day on June 11, we're reflecting on our local impact:

- We employ [X] local team members
- We've served [X] customers in our community
- We've contributed [X] to local causes
- [Any other community initiatives you support]

When you support [Your Franchise], you're supporting a local business that's invested in making [Your Community] a better place!

Join us in celebrating World Franchise Day on June 11!

#WorldFranchiseDay #LocallyOwned #CommunityImpact #[YourBrand]

COUNTDOWN PHASE

June 4, 2025

Time: 3:00pm

Platform: LinkedIn, Facebook, Instagram

Post Title: OUR FRANCHISE JOURNEY

Content Focus: Business Success Story

FROM DREAM TO REALITY: OUR FRANCHISE JOURNEY

With World Franchise Day one week away, we're sharing the story of how [Your Franchise] came to be part of [Your Community]:

[Share your entrepreneurial journey, for example:]

- The decision to become business owners
- Why you chose the franchise model
- Challenges you've overcome
- Proudest achievements
- How being part of a franchise network has helped your business

Franchising provided us with the systems and support to succeed while allowing us to bring our own passion and local knowledge to the business.

#WorldFranchiseDay #FranchiseSuccess #SmallBusiness #[YourBrand]

June 8, 2025

Time: 11:00am

Platform: LinkedIn, Facebook, Instagram

Post Title: MEET OUR TEAM

Content Focus: Team Spotlight

THE AMAZING TEAM BEHIND [YOUR FRANCHISE NAME]

World Franchise Day is almost here! Today, we're celebrating the incredible people who make our business possible, our team!

[Share photos and brief stories about team members who've agreed to be featured]

Our [X] team members don't just work for a franchise, they're part of our local business family, contributing their talents to serve our community every day.

Join us in celebrating World Franchise Day this Wednesday, June 11!

#WorldFranchiseDay #LocalJobs #SmallBusinessTeam #[YourBrand]

June 10, 2025

Time: 12:00pm

Platform: LinkedIn, Facebook, Instagram

Post Title: ONE DAY TO GO!

Content Focus: Customer Appreciation

THANK YOU FOR SUPPORTING OUR LOCAL BUSINESS!

Tomorrow is World Franchise Day, and we want to take a moment to thank YOU, our valued customers and community!

Every time you visit [Your Franchise], you're supporting:

- A locally owned small business
- Local jobs and families
- Our community initiatives
- The local economy

To show our appreciation, we're [optional: mention any special offers or activities planned for World Franchise Day].

See you tomorrow as we celebrate World Franchise Day!

#WorldFranchiseDay #ThankYouCustomers #LocallyOwned #[YourBrand]

WORLD FRANCHISE DAY

June 11, 2025

Time: 7:30am

Platform: LinkedIn, Facebook, Instagram

Post Title: HAPPY WORLD FRANCHISE DAY!

Content Focus: Celebration Day Launch

TODAY IS WORLD FRANCHISE DAY!

We're excited to celebrate the first ever World Franchise Day! As the proud local owners of [Your Franchise Name], we're joining thousands of franchise businesses across Australia in highlighting how franchises contribute to our communities.

Being part of [Franchise System] gives us the training and support to deliver the quality you expect, while our local ownership means we understand and care deeply about [Your Community].

Stop by today to help us celebrate! [Mention any special offers or activities]

#WorldFranchiseDay #LocallyOwned #SmallBusiness #[YourBrand]

June 11, 2025

Time: 12:30pm

Platform: LinkedIn, Facebook, Instagram

Post Title: CELEBRATION UNDERWAY!

Content Focus: Event/Day Update

WORLD FRANCHISE DAY CELEBRATIONS ARE HAPPENING NOW!

World Franchise Day is in full swing at [Your Franchise]! Thank you to everyone who's stopped by today to support our local business.

[Share photos from your location, customer interactions, or any special activities you're hosting]

There's still time to join the celebration! We're open until [closing time] today.

Did you know? Our franchise is one of 90,000+ franchise businesses in Australia contributing to local communities!

#WorldFranchiseDay #LocallyOwned #CommunitySupport #[YourBrand]

June 11, 2025

Time: 4:30pm

Platform: LinkedIn, Facebook, Instagram

Post Title: THANK YOU FOR CELEBRATING WITH US!

Content Focus: Gratitude & Reflection

THANK YOU FOR MAKING WORLD FRANCHISE DAY SPECIAL!

As the first World Franchise Day draws to a close, we want to express our heartfelt gratitude to everyone who helped make today a success:

- Our amazing customers
- Our dedicated team
- Our supportive community
- Our franchise system

Being a franchise business owner means we get the best of both worlds: the support of a proven system and the joy of being local business owners in [Your Community].

We're already looking forward to next year's World Franchise Day on June 10, 2026!

#WorldFranchiseDay #ThankYou #LocallyOwned #[YourBrand]

POST EVENT FOLLOW UP

June 16, 2025

Time: 2:00pm

Platform: LinkedIn, Facebook, Instagram

Post Title: OUR WORLD FRANCHISE DAY HIGHLIGHTS

Content Focus: Event Recap

WORLD FRANCHISE DAY: OUR HIGHLIGHTS

Last week, we celebrated the first ever World Franchise Day, and what an amazing day it was!

[Share photos, statistics, or stories from your World Franchise Day experience]

Thank you to everyone who joined us in recognizing how franchise businesses like ours contribute to the [Your Community] community.

As a locally owned franchise, we're proud to:

- Create [X] local jobs
- Serve [X] customers annually
- Support [mention local causes or initiatives]
- Be part of the [Your Community] business community

We look forward to continuing to serve you as your local [Your Franchise Type] destination!

#WorldFranchiseDay #LocalImpact #SmallBusiness #[YourBrand]

TIPS FOR MAXIMIZING YOUR POSTS

1. **Add Visual Content:** Include high quality photos of your store, team, customers (with permission), or franchise provided World Franchise Day graphics.
2. **Tag Appropriately:** Tag your franchise brand, the FCA, and relevant local business organizations.
3. **Engage Actively:** Respond to comments on your posts to boost engagement and visibility.
4. **Share Stories:** Personal stories about your franchise journey will resonate more than generic content.
5. **Cross Platform Posting:** Adapt these templates for different platforms (LinkedIn, Facebook, Instagram, Twitter).
6. **Location Tags:** Add your business location to help local customers find your posts.
7. **Consistent Hashtags:** Always include #WorldFranchiseDay and your brand specific hashtag.
8. **Video Content:** Consider adding short video clips to boost engagement.

CUSTOMIZATION CHECKLIST

Before posting, remember to:

- Replace [Your Franchise Name] with your specific franchise name
- Replace [Your Community] with your local community name
- Add your specific numbers for employees, customers served, etc.
- Customize with details about your franchise journey
- Insert information about any special offers or activities
- Add your brand specific hashtags
- Include high quality images relevant to your franchise