

Pre-Launch Phase

Date	Time	Platform	Post Title	Content Focus
May 22, 2025	12:00pm	LinkedIn	WE'RE CELEBRATING WORLD FRANCHISE DAY!	Announcement & Excitement
May 27, 2025	2:00pm	LinkedIn	THE FACES BEHIND [YOUR FRANCHISE NAME]	Local Ownership Sotry
June 1, 2025	9:00am	LinkedIn	10 DAYS UNTIL WORLD FRANCHISE DAY!	Community Impact

Countdown Phase

Date	Time	Platform	Post Title	Content Focus
June 4, 2025	3:00pm	LinkedIn	OUR FRANCHISE JOURNEY	Business Success Story
June 8, 2025	11:00am	LinkedIn	MEET OUR TEAM	Team Spotlight
June 10, 2025	12:00pm	LinkedIn	ONE DAY TO GO!	Customer Appreciation

World Franchise Day

Date	Time	Platform	Post Title	Content Focus
June 11, 2025	8:00am	LinkedIn	HAPPY WORLD FRANCHISE DAY!	Celebration Day Launch
June 11, 2025	12:30pm	LinkedIn	CELEBRATION UNDERWAY!	Event/Day Update
June 11, 2025	4:30pm	LinkedIn	THANK YOU FOR CELEBRATING WITH US!	Gratitude & Reflection

Post Event Follow Up

Date	Time	Platform	Post Title	Content Focus
June 16, 2025	2:00pm	LinkedIn	OUR WORLD FRANCHISE DAY HIGHLIGHTS	Event Recap