

TWIST- DIGITAL POSTING SCHEDULE

JANUARY 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20 #TWISTED TUESDAY	21 *TWIST PUBLIC LAUNCH*	22 #TBT	23 #FOODIE FRIDAY	24
25	26 Toronto Sun Press/ PhotoShoot	27 #TWISTED TUESDAY	28	29 #TBT	30 #FOODIE FRIDAY	31

Key Messages for January

- Twist Launch January 21

#TwistedTuesday

Date	Facebook Post	Tweets	Instagram Post
January 20, 2015	<p>#TwistedTuesday IMAGE: https://www.dropbox.com/s/fc4eme6p6zsfh1u/picnicsalad.jpg?dl=0</p> <p>COPY: #TwistedTuesdays @rogermooking @twistbyrogermooking @hsmhost</p>	<p>#TwistedTuesday IMAGE: https://www.dropbox.com/s/fc4eme6p6zsfh1u/picnicsalad.jpg?dl=0</p> <p>COPY: #TwistedTuesdays @rogermooking @twistbyrogermooking @hsmhost</p>	<p>#TwistedTuesday IMAGE: https://www.dropbox.com/s/fc4eme6p6zsfh1u/picnicsalad.jpg?dl=0</p> <p>COPY: #TwistedTuesdays @rogermooking @twistbyrogermooking @hsmhost</p>
January 27, 2015	<p>#TwistedTuesday IMAGE: <Photoshoot image></p> <p>COPY: Behind the Scenes photo shoot with @rogermooking #bts #twistedtuesdays</p>	<p>#TwistedTuesday IMAGE: <Photoshoot image></p> <p>COPY: Behind the Scenes photo shoot with @rogermooking #bts #twistedtuesdays</p>	<p>#TwistedTuesday IMAGE: <Photoshoot image></p> <p>COPY: Behind the Scenes photo shoot with @rogermooking #bts #twistedtuesdays</p>

#FoodieFriday

Date	Content	Tweets	Instagram Post
January 23, 2015	<p>#FoodieFriday IMAGE: https://www.dropbox.com/s/0qe94g4zti7zw5p/doubledoubleburger.jpg?dl=0</p> <p>COPY: “Our double double double burger emulates a classic Canadian flavour” -Chef @RogerMooking #FoodieFriday #coffee #doubledoubledoubleburger #twistbyrogermooking @hmshostyyz @torontopearson</p>		
January 30, 2015	<p>#FoodieFriday IMAGE: Dropbox/Socialimages/#FoodieFriday/(image link)</p> <p>COPY:</p>		

#TBT

Date	Content	Tweet	Instagram Post
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January 22, 2014	#TBT IMAGE: Young Roger - With headphones COPY: *krystal please explain context of photo*		
January 29, 2014	#TBT IMAGE: <<Roger Travel Photo>> COPY:*krystal please explain context of photo*	#TBT IMAGE: <<Roger Travel Photo>> COPY:*krystal please explain context of photo*	#TBT IMAGE: <<Roger Travel Photo>> COPY:*krystal please explain context of photo*

FEBRUARY 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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1	2	3 #TWISTED TUESDAY	4	5 #TBT	6 #FOODIE FRIDAY	7
8	9	10 #TWISTED TUESDAY	11	12 #TBT	13 #FOODIE FRIDAY	14
15	16	17 #TWISTED TUESDAY	18	19 #TBT	20 #FOODIE FRIDAY	21
22	23	24 #TWISTED TUESDAY	25	26 #TBT	27 #FOODIE FRIDAY	28

Key Messages for February

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#TwistedTuesday

Date	Facebook Post	Tweets	Instagram
February 3, 2015	<p>#TwistedTuesday IMAGE:https://www.dropbox.com/s/r9i8ysrthwflotf/icecreamparfait.jpg?dl=0</p> <p>COPY: #Tapioca can be used to make delicious foods such as #glutenfree Bread, Flour, Bubble Tea, AND Pudding! @RogerMooking #IceCreamParfait #TwistedTuesdays</p>		<p>#TwistedTuesday IMAGE:https://www.dropbox.com/s/r9i8ysrthwflotf/icecreamparfait.jpg?dl=0</p> <p>COPY: #Tapioca can be used to make delicious foods such as #glutenfree Bread, Flour, Bubble Tea, AND Pudding! @RogerMooking #IceCreamParfait #TwistedTuesdays</p>
February 10, 2015	<p>#TwistedTuesday IMAGE:https://www.dropbox.com/s/9jx0df041tbud36/bababurger.jpg?dl=0</p> <p>COPY: Not commonly used in North American burgers, Lamb's rich flavour and ability to showcase flavours will make you want it Baaad. #BaBaBurger @RogerMooking #TwistedTuesday</p>		<p>#TwistedTuesday IMAGE:https://www.dropbox.com/s/9jx0df041tbud36/bababurger.jpg?dl=0</p> <p>COPY: Not commonly used in North American burgers, Lamb's rich flavour and ability to showcase flavours will make you want it Baaad. #BaBaBurger @RogerMooking #TwistedTuesday</p>
February 17, 2015	<p>#TwistedTuesday IMAGE:https://www.dropbox.com/s/bm0d4g4f4t814rk/leafysalad.jpg?dl=0</p>		<p>#TwistedTuesday IMAGE:https://www.dropbox.com/s/bm0d4g4f4t814rk/leafysalad.jpg?dl=0</p>

	<p>COPY: Apparently, Denmark consumes the most bacon in the world #DoubleSmokedCandiedBacon #TwistedTuesday @RogerMooking</p>		<p>COPY: Apparently, Denmark consumes the most bacon in the world #DoubleSmokedCandiedBacon #TwistedTuesday @RogerMooking</p>
February 24, 2015	<p>#TwistedTuesday IMAGE: https://www.dropbox.com/s/fc4eme6p6zsfh1u/picnicsalad.jpg?dl=0</p> <p>COPY: Quinoa isn't a grain, it's actually a relative of spinach and beets. The part most commonly cooked and eaten is the seed! #TwistedTuesday #PicnicSalad @RogerMooking</p>		<p>#TwistedTuesday IMAGE: https://www.dropbox.com/s/fc4eme6p6zsfh1u/picnicsalad.jpg?dl=0</p> <p>COPY: Quinoa isn't a grain, it's actually a relative of spinach and beets. The part most commonly cooked and eaten is the seed! #TwistedTuesday #PicnicSalad @RogerMooking</p>

#FoodieFriday

Date	Facebook Post	Tweets	Instagram post
February 6, 2015	<p>#FoodieFriday IMAGE: https://www.dropbox.com/s/gc0salp6w3gafkn/mussels.jpg?dl=0</p> <p>COPY:Pico De Gallo can made simply from chopped tomatoes, onions, Cilantro, Chili, salt and Citrus Juice. What do you add to</p>		<p>#FoodieFriday IMAGE: https://www.dropbox.com/s/gc0salp6w3gafkn/mussels.jpg?dl=0</p> <p>COPY:Pico De Gallo can made simply from chopped tomatoes, onions, Cilantro, Chili, salt and Citrus Juice. What do you add to yours?</p>

	yours? #TwistedTuesday #Mussels @rogermooking		#TwistedTuesday #Mussels @rogermooking
February 13, 2015	<p>#FoodieFriday IMAGE: https://www.dropbox.com/s/rzijlrdcev99yc4/skirtsteak.jpg?dl=0</p> <p>COPY: We dare you to ask @RogerMooking what Nah Guna Sauce is? HE'S NAH GANA TELL YA. #TwistedTuesday #SkirtSteak</p>		<p>#FoodieFriday IMAGE: https://www.dropbox.com/s/rzijlrdcev99yc4/skirtsteak.jpg?dl=0</p> <p>COPY: We dare you to ask @RogerMooking what Nah Guna Sauce is? HE'S NAH GANA TELL YA. #TwistedTuesday #SkirtSteak</p>
February 20, 2015	<p>#FoodieFriday IMAGE: Dropbox/Socialimages/#FoodieFriday/(image link)</p> <p>COPY: Did you know it's not the seeds that are the hottest part of a chili? It's the white membrane that holds the seeds to the chili #TwistedTuesday @RogerMooking</p>		<p>#FoodieFriday IMAGE: Dropbox/Socialimages/#FoodieFriday/(image link)</p> <p>COPY: Did you know it's not the seeds that are the hottest part of a chili? It's the white membrane that holds the seeds to the chili #TwistedTuesday @RogerMooking</p>
February 27, 2015	<p>#FoodieFriday IMAGE: Dropbox/Socialimages/#FoodieFriday/(image link)</p>		<p>#FoodieFriday IMAGE: Dropbox/Socialimages/#FoodieFriday/(image link)</p>

	COPY: @TwistByRogerMooking fan favorite: @RogerMooking's Fried Chicken dish combines Southern cooking with Japanese spices and Thai influences.		COPY: @TwistByRogerMooking fan favorite: @RogerMooking's Fried Chicken dish combines Southern cooking with Japanese spices and Thai influences.
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#TBT

Date	Facebook Post	Tweets	Instagram Post
	#TBT IMAGE: COPY:		
	#TBT IMAGE: COPY:		
	#TBT IMAGE: COPY:		
	#TBT IMAGE: COPY:		

MARCH 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		#TWISTED TUESDAY		#TBT	#FOODIE FRIDAY	
		#TWISTED TUESDAY		#TBT	#FOODIE FRIDAY	
		#TWISTED TUESDAY		#TBT	#FOODIE FRIDAY	
		#TWISTED TUESDAY		#TBT	#FOODIE FRIDAY	

Key Messages for March

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#TwistedTuesday

Date	Facebook Post	Tweets	Instagram Post
March 3, 2015	<p>#TwistedTuesday IMAGE: https://www.dropbox.com/s/dtm4pklc0hel3jf/cookieDips.jpg?dl=0</p> <p>COPY: The delicious taste of Dulce de leche comes from slowly cooking SWEETENED CONDENSED MILK until the sugars caramelize; producing a creamy, intensely flavored spread of heaven. #CookieDips @RogerMooking #TwistedTuesday</p>		<p>#TwistedTuesday IMAGE: https://www.dropbox.com/s/dtm4pklc0hel3jf/cookieDips.jpg?dl=0</p> <p>COPY: The delicious taste of Dulce de leche comes from slowly cooking SWEETENED CONDENSED MILK until the sugars caramelize; producing a creamy, intensely flavored spread of heaven. #CookieDips @RogerMooking #TwistedTuesday</p>
March 10, 2015	<p>#TwistedTuesday IMAGE: <<Need image of Greek Yogurt or Fruity Loop>></p> <p>COPY: Greek yogurt is “The New Black”. This extra rich and creamy yogurt TENDS TO BE higher in protein and CREAMIER than regular yogurt. #GreekYogurt @rogermooking #TwistedTuesday</p>		<p>#TwistedTuesday IMAGE: <<Need image of Greek Yogurt or Fruity Loop>></p> <p>COPY: Greek yogurt is “The New Black”. This extra rich and creamy yogurt TENDS TO BE higher in protein and CREAMIER than regular yogurt. #GreekYogurt @rogermooking #TwistedTuesday</p>

<p>March, 2015</p>	<p>#TwistedTuesday IMAGE: https://www.dropbox.com/s/ym5e8abpxkz7tkv/veggieburger.jpg?dl=0</p> <p>COPY: Kimchee is a low-calorie high fiber Korean condiment. It has probiotics which are “Good Bacteria” that aid in digestion. #TwistedTuesday #VeggieBurger @rogermooking</p>		<p>#TwistedTuesday IMAGE: https://www.dropbox.com/s/ym5e8abpxkz7tkv/veggieburger.jpg?dl=0</p> <p>COPY: Kimchee is a low-calorie high fiber Korean condiment. It has probiotics which are “Good Bacteria” that aid in digestion. #TwistedTuesday #VeggieBurger @rogermooking</p>
<p>March 17, 2015</p> <p>*St. Patrick’s Day* Maybe we should include a Cocktail or specialty post?</p>	<p>#TwistedTuesday IMAGE:https://www.dropbox.com/s/g6r4sphdvw5xck8/perogies.jpg?dl=0</p> <p>COPY: Do you boil? Fry? Boil then fry? How do you prepare your perogies? #TwistedTuesday #greatdebate @rogermooking #perogies</p>		<p>#TwistedTuesday IMAGE:https://www.dropbox.com/s/g6r4sphdvw5xck8/perogies.jpg?dl=0</p> <p>COPY: Do you boil? Fry? Boil then fry? How do you prepare your perogies? #TwistedTuesday #greatdebate @rogermooking #perogies</p>

#FoodieFriday

Date	Facebook Post	Tweet	Instagram Post
<p>March 6, 2015</p>	<p>#FoodieFriday IMAGE: Dropbox/Socialimages/#FoodieFriday/(image link)</p>		

	COPY:		
March 13, 2015	#FoodieFriday IMAGE: Dropbox/Socialimages/#FoodieFriday/(image link) COPY:		
March 20, 2015	#FoodieFriday IMAGE: Dropbox/Socialimages/#FoodieFriday/(image link) COPY:		
March 27, 2015	#FoodieFriday IMAGE: Dropbox/Socialimages/#FoodieFriday/(image link) COPY:		

#TBT

Date	Facebook Post	Tweets	Instagram Post
	#TBT IMAGE: COPY:		
	#TBT IMAGE: COPY:		
	#TBT IMAGE: COPY:		
	#TBT IMAGE: COPY:		