

Tesla Social Media Content Calendar for Introducing the Tesla Model C

Month 1: Introduction and Teaser Phase

Objective: Create intrigue and anticipation for the Model C launch.

Week 1: Introduction and Build Anticipation

Post 1 (Monday):

- Platform: Instagram, Facebook
- Post Type: Teaser Video
- Caption: "Something revolutionary is coming. The future of driving is closer than you think. Stay tuned. #TeslaModelC #InnovationUnleashed"

- Visual: A dark, atmospheric teaser video with close-up shots of the car's sleek lines, wheels, and futuristic dashboard lighting, ending with a silhouette of the Model C.

Post 2 (Wednesday):

- Platform: Twitter
- Post Type: Text + Image
- Caption: "The future of sustainable transportation is about to get a lot more exciting. Ready to meet the Tesla Model C? #TeslaModelC #EVRevolution"

- Visual: Image of Tesla's design team working on a computer screen, conceptualizing the Model C.

Post 3 (Friday):

- Platform: LinkedIn
- Post Type: Blog Article Link
- Caption: "Innovation never stops. Check out how Tesla is redefining the future of electric mobility. #TeslaModelC #FutureOfTransportation"
- Visual: Thumbnail image of the Model C concept.

Week 2: Feature Sneak Peek

Post 1 (Monday):

- Platform: Facebook
- Post Type: Carousel (Multiple Images)
- Caption: "The future of driving is here. The Tesla Model C: Compact. Powerful. Electric. Check out the first look. #TeslaModelC #ElectricFuture"

- Visual: Series of images showcasing different angles of the Model C, emphasizing its sleek design, electric capabilities, and eco-friendly features.

Post 2 (Thursday):

- Platform: Twitter
- Post Type: Poll
- Caption: "What excites you most about the Tesla Model C?"
 - A) Performance
 - B) Sustainability
 - C) Design
 - D) Tech features"
- Visual: Image of a Tesla Model C on the road, showing its dynamic design.

Week 3: Tech & Sustainability Focus

Post 1 (Monday):

- Platform: Instagram Story
- Post Type: Poll + Video
- Caption: "How far can you go on a single charge? #TeslaModelC #ElectricRevolution"
- Visual: Short video showing the Model C driving through scenic landscapes with a battery charge indicator.

Post 2 (Friday):

- Platform: LinkedIn
- Post Type: Article
- Caption: "Tesla Model C: Leading the way in sustainable driving with cutting-edge technology and zero emissions. Read more. #TeslaModelC #Sustainability"
- Visual: Image of the Model C parked in an eco-friendly environment, like a solar-powered charging station.

Month 2: Feature Deep Dive

Objective: Dive deeper into the Tesla Model C's unique features to build excitement.

Week 1: Design and Performance

Post 1 (Monday):

- Platform: Instagram Reel
- Post Type: Video
- Caption: "The Tesla Model C was built for performance—sleek, powerful, and ready to dominate the road. #TeslaModelC #ElectricPower"
- Visual: Video of the Model C accelerating on an open highway, emphasizing its speed and smooth ride.

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Post 2 (Thursday):

- Platform: Facebook
- Post Type: Static Image + Caption

- Caption: "Incredible performance with a compact footprint. Ready to experience the Model C? #TeslaModelC #ElectricRevolution"
- Visual: High-quality image showing the front grill and lights of the Model C with motion blur to emphasize speed.

Week 2: Safety and Innovation

Post 1 (Tuesday):

- Platform: Instagram Story
- Post Type: Poll
- Caption: "What's your top priority in an EV? Performance, safety, or design? #TeslaModelC"
- Visual: Interactive poll with visuals of the Model C showcasing its safety features.

Post 2 (Friday):

- Platform: LinkedIn
- Post Type: Article
- Caption: "Tesla Model C's groundbreaking safety features are designed to protect you on every drive. Learn more. #TeslaModelC #Innovation"
- Visual: Infographic outlining key safety features like autopilot, crash protection, and smart sensors.

Week 3: Technology and Connectivity

Post 1 (Monday):

- Platform: Twitter
- Post Type: Thread
- Caption: "A new era of connectivity begins with the Tesla Model C. Let's dive into the tech that makes it the smartest car on the road. #TeslaModelC #TechForward"
- Visual: A multi-part tweet with images highlighting the car's dashboard, touch screen interface, and connectivity features.

Post 2 (Friday):

- Platform: Instagram Reel /Facebook
- Post Type: Video
- Caption: "From smart navigation to advanced driver-assistance systems, the Tesla Model C connects you to the future. #TeslaModelC #TechDriven"
- Visual: Video showing a user interacting with the Tesla Model C touchscreen, navigating through maps, and adjusting settings.

Month 3: Community Engagement and Test Drive Calls to Action

Objective: Increase engagement with the community and encourage potential buyers to book test drives.

Week 1: Test Drive Sign-Up

Post 1 (Monday):

- Platform: Instagram Story
- Post Type: Swipe-Up Link
- Caption: "The Model C is ready to meet you. Book your test drive today and experience the future of driving. #TeslaModelC #TestDrive"
- Visual: Image of the Model C in a test drive environment with a "Swipe Up to Book Your Test Drive" prompt.

Post 2 (Thursday):

- Platform: Facebook
- Post Type: Event Promotion
- Caption: "Join us for a Tesla Model C test drive event near you. Come see what the future of driving feels like. #TeslaModelC #DriveTheFuture"
- Visual: Event flyer with location details and Model C imagery.

Week 2: Customer Testimonials and Reviews

Post 1 (Tuesday):

- Platform: Twitter, Instagram
- Post Type: Customer Review Quote + Image
- Caption: "Don't take our word for it—hear from drivers who have already experienced the Tesla Model C! #TeslaModelC #CustomerFirst"
- Visual: A photo of a satisfied customer with their Tesla Model C and a quote about the driving experience.

Post 2 (Friday):

- Platform: LinkedIn
- Post Type: Customer Video Testimonial
- Caption: "Tesla Model C owners are saying it's a game-changer. Watch their stories. #TeslaModelC #CustomerJourney"
- Visual: A short video montage of customer testimonials, sharing their experience with the Model C.

Week 3: Brand Commitment and Sustainability

Post 1 (Monday):

- Platform: Instagram
- Post Type: Image + Caption
- Caption: "The Tesla Model C is more than a car—it's a step towards a sustainable future. Join us on this journey. #TeslaModelC #Sustainability"

- Visual: Image of the Model C driving through a green, eco-friendly landscape.

Post 2 (Friday):

- Platform: Instagram Reel
- Post Type: Video
- Caption: "Drive with purpose. The Tesla Model C is designed with sustainability at its core.

#TeslaModelC #DriveTheChange"

- Visual: A video showing how the Model C is made with sustainable materials and the benefits of driving an electric vehicle.