



Friday = Engagement & Brand Personality Day

Why Friday?

Fridays are high-energy but relaxed — audiences are winding down from the week. It's the perfect day to post **interactive, fun, and personality-driven content** that keeps the brand visible and relatable before the weekend.

Themes for Friday

1 Fun Fact / Did You Know (Packaging Insights) **2** Interactive Quiz or Puzzle **3** Meme / Relatable Industry Humor
4 Employee Voice / Culture Post **5** Flashback / Throwback (Brand Journey) **6** “Save This Tip” Style Quick Carousel

How These Themes Help

Friday's themes are designed to **humanize the brand and encourage engagement**.

- **Fun Facts, Quizzes, and Memes** invite comments, saves, and shares.
- **Employee Voice & Flashbacks** show personality and culture.
- **Saveable Tips** ensure content continues working even over the weekend.

Together, these posts give the brand a **warmer personality** while still keeping professional credibility intact.

1 Theme: 🤔 Fun Fact / Did You Know

Content Options:

- Static: “Did you know PET can be recycled up to X times?”
- Carousel: “5 surprising facts about food packaging.”
- Reel: Animated text with upbeat music.
- Infographic: Fun stats + visuals.

Focus: Education + Engagement

Audience: General Buyers, End Users, Industry

SM Fact:

- Fun facts get **30% more shares** than plain posts.
- A fun fact is like trivia at a party — people love passing it on.

Why Friday: Light, interesting content works best before the weekend.

Platform Priority: Best on Instagram @6 PM. Also share on LinkedIn @11 AM and Facebook @12 PM.

2 Theme: 🎯 Interactive Quiz or Puzzle

Content Options:

- Story quiz: “Guess which product holds 500ml?”
- Carousel: “Which one is microwave safe?” → reveal at the end.
- Reel: Quick quiz with captions.
- Static: Puzzle-style question → “Spot the difference.”

Focus: Engagement

Audience: Restaurants, End Users, Students, SMEs

SM Fact:

- Quizzes generate **2× higher comment rates**.
- A quiz is like a riddle — people can’t resist trying to answer.

Why Friday: Encourages playful engagement when audiences are more relaxed.

Platform Priority: Best on Instagram Stories @8 PM. Also share on LinkedIn @12 PM and Facebook @1 PM.

3 Theme: 😂 Meme / Relatable Industry Humor

Content Options:

- Meme: “When the lid fits perfectly 🍷.”
- Carousel: “Packaging struggles everyone relates to.”
- Reel: Industry inside-joke with trending sound.
- Static: Funny one-liner caption.

Focus: Brand Personality

Audience: Mixed (Distributors, Restaurants, Younger Audience)

SM Fact:

- Meme posts get **60% higher saves & shares**.
- A meme is like a smile in a meeting — simple but unforgettable.

Why Friday: Humor fits perfectly with the casual Friday vibe.

Platform Priority: Best on Instagram Reels @7 PM. Also share on Facebook @9 PM and LinkedIn @11 AM (professional meme style).

Theme: Employee Voice / Culture Post

Content Options:

- Static: Employee spotlight (photo + quote).
- Reel: “A day in the life of our team.”
- Carousel: Employee stories → “What I love about working at 4M.”
- Story: Birthday/celebration inside office.

Focus: Company / Human Touch

Audience: Buyers, Employees, Partners

SM Fact:

- Employee-focused posts increase trust by **32%**.
- Showing culture is like opening the office door — buyers see the people behind the brand.

Why Friday: Perfect for casual, human-centered content before the weekend.

Platform Priority: Best on LinkedIn @10 AM. Also share on Instagram @6 PM and Facebook @1 PM.

5 Theme: 🕒 Flashback / Throwback (Brand Journey)

Content Options:

- Carousel: Old logo vs new logo.
- Static: “Our first product vs today.”
- Reel: Timeline clip.
- Infographic: Milestone highlights.

Focus: Company Story

Audience: Distributors, Export Buyers, Employees

SM Fact:

- Throwback posts get **25% more comments** because they spark nostalgia.
- A throwback is like flipping an old album — people love seeing progress.

Why Friday: Nostalgic, light content resonates well going into the weekend.

Platform Priority: Best on LinkedIn @9 AM. Also share on Instagram @5 PM and Facebook @12 PM.

6 Theme: 📌 “Save This Tip” Carousel

Content Options:

- Carousel: “3 ways to use containers efficiently.”
- Reel: Hack reel ending with “Save this for later.”
- Static: Single bold tip with CTA “Save this post.”
- Infographic: Quick how-to visual.

Focus: Customer Value


Audience: Restaurants, SMEs, End Users

SM Fact:

- Posts with a clear “Save this” CTA get **40% more saves**.
- A save tip is like a sticky note — people keep it for later.

Why Friday: Great for ensuring content lives beyond the weekend.

Platform Priority: Best on Instagram Carousel @11 AM. Also share on LinkedIn @2 PM and Facebook @12 PM.

 **Backup Options (if you want to swap)**

  **Design Inspiration Post**

Creative layouts or packaging inspiration shots. **Visual inspiration = shareable content.**

  **Customer POV Fun Post**

User-generated content style → customers enjoying food in 4M Packs packaging. **Relatable = engagement boost.**