Social Media WMOO: Run up to October 1st launch

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| DATE | KEY EVENT/ASSET | CTA | CONTENT | IMAGE |
| Monday 18 September | KCOM TEST | - | Andy Moore Hull 2017 volunteer RT | RT image |
| Tuesday 19 September |  | Take a photo of the phone box you'll be answering | RTs of Hull2017 volunteers | RT of Hull2017 volunteer |
| Wednesday 20 September |  | 1. Sign up for alerts  | Film Synopsis detail | Film shoot – three girls |
|  |  | 2. Take a photo of the phone box you'll be answering | Hull2017 volunteer | RT of Hull2017 volunteer |
| Thursday 21 September |  | Sign up for alerts | Project detail | Phone box teaser |
| Friday 22 September |  | Record the moment the phone boxes all ring | Project overview and phones ringing | Phone box teaser |
| Saturday 23 September |  | 1. Sign up for alerts | Project overview | RT of Hull2017 volunteer |
|  |  | 2. Take a photo of the phone box you'll be answering | Hull2017 volunteer  | RT of Hull2017 volunteer |
| Sunday 24 September |  | 1. ONE WEEK TO GO: October 1st instructions | What to do on October 1st | Film stills/phone box |
|  |  | 2. Take a photo of the phone box you'll be answering | Hull2017 volunteer | RT of Hull2017 volunteer |
| Monday 25 September | FILM/VFX STILLS RELEASED | 1. Flyers circulated in Hull: October 1st instructions (including news of cars) | What to do on October 1st / Project overview | Flyer image |
|  |  | 2. VFX film stills: Find out more about 2097 | VFX info | VFX stills |
|  |  | 3. Check the interactive map: come to a screening | Map | Map |
| Tuesday 26 September | BBC CULTURE BLOG RELEASED | 1. Watch BBC vlog | Project overview and vlog | BBC film post and RTs |
|  |  | 2. October 1st instructions | What to do on October 1st | Film stills/phone box |
|  |  | 3. Car info: Sign up to receive 2097 alerts  | Car info and project overview | Car interior (pending) |
| PENDING |  | \*KCOM screening images/ RT | KCOM RTs | KCOM stadium |
| Wednesday 27 September |  | 1. Record the moment the phone boxes all ring | Tag us using #its2097 | Phone box video or image |
|  |  | 2. Download app on October 1st | App overview | App teaser image |
|  |  | 3. Watch BBC vlog | Project overview and vlog | Vlog  |
| Thursday 28 September |  | THREE DAYS TO GO: 1. VFX film stills: visit wemadeourselvesover.com | Film info | VFX stills |
|  |  | 2. Come to a screening | Film stills/map | Film stills/map |
|  |  | 3. Download app on the 1st | App overview | App teaser image |
|  |  | 4. October 1st instructions (including cars) | What to do on October 1st | Film stills/phone box/ cars (pending) |
| Friday 29 September | PRESS CALL | 1. Find out more and sign up for alerts: Press filming and interviews opps in an electric car, interview Nick Tandavanitj from Blast Theory and Hull actress Martelle Edinborough who appears in the sci-fi films and interactive experiences. Martin Green from Hull 2017 will also be available for interview. |  | Press call RTs and images / RT testing |
|  |  | TWO DAYS TO GO: 2. Sign up for alerts | Film overview | VFX stills  |
|  |  | 2. Watch BBC vlog | Vlog | Vlog |
| Saturday 30 September |  | ONE DAY TO GO: |  |  |
| 9am |  | 1. October 1st instructions (including cars) | What to do on October 1st | Film stills/phone box/cars (pending) |
| 11am |  | 2. Come to a screening/check map | Map | Map image |
| 1pm |  | 3. Answer the call: download app from tomorrow | App | App teasers |
|  |  | 4. Record the moment your local phone box rings |  | Phone box teasers |
| 5pm |  | 5. Take a picture of your phone box | RT | RT: Hull2017 volunteers |
| PENDING |  | \*KCOM screening images/ RT | KCOM RTs | KCOM stadium |
| Sunday 1 October |  | LIVE IN HULL LAUNCH:  |  |  |
| 9am |  | 1. FIVE HOURS TO GO: App now available | App | App image |
| 11am |  | 2. THREE HOURS TO GO: Check map for screenings |  | Phone box images |
| 12pm |  | 3. TWO HOURS TO GO: Instructions | Instructions | Prep images |
| 1pm |  | 4. ONE HOUR TO GO: Answer the call |  | Prep/phone box images |
| 2pm – 5pm |  | 5. LIVE COVERAGE BEGINSFILM SCREENINGS: Watch film online | Live coverage and RTs | Phone box ringing film/screening images/RTs |
| Monday 2 October |  | 1. Follow up from launch event and get ready for next weekend: screening map/download film |  | Images from event: Screenings/phone box videos/RTs etc |
|  |  | 2. Read the 2097 film blog | Background and where the films came from – details about workshops | Film #1 still |
| Tuesday 3 October |  | Download app | App | App images |
| Wednesday 4 October |  | Check map for this weekend’s screenings | Map | Map image |
| Thursday 5 October |  | Watch film | Film | Film stills / trailer |
| Friday 6 October  |  | Check map for this weekend’s screenings | Map | Map image |
| Saturday 7 October |  | LIVE IN HULL |  |  |
| Sunday 8 October |  | LIVE IN HULL |  |  |