

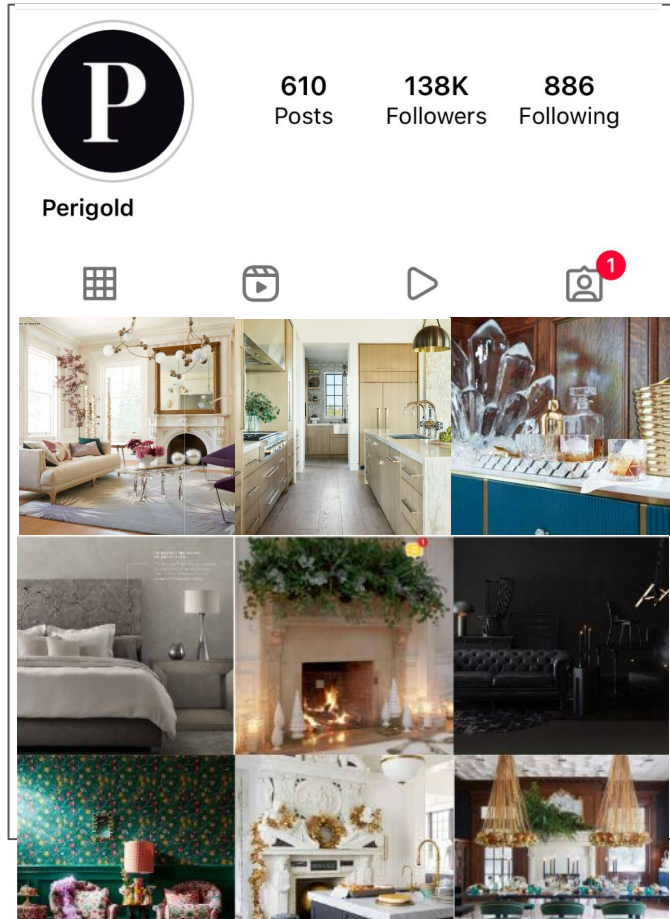
PERIGOLD

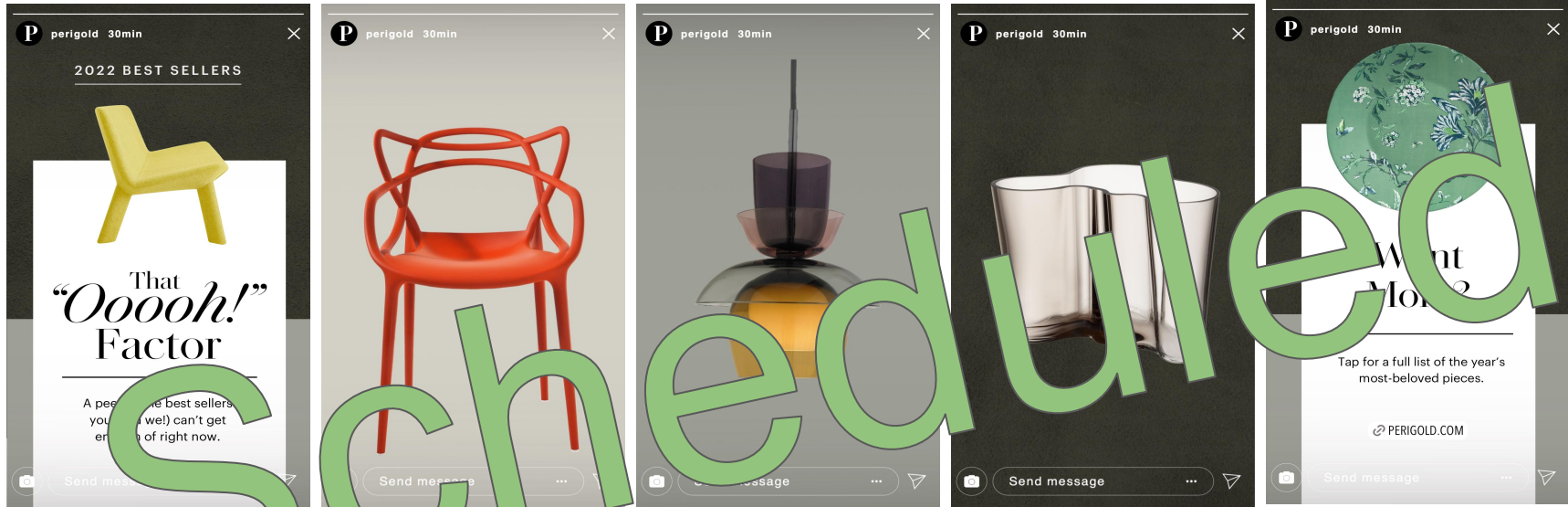


December Organic Social Calendar + Scheduling

- [Org Social Scheduling Status](#)
- [Brand Communications Calendar](#)
- [Hashtag Library](#)
- [PG Tickets & Timelines](#)
- [PG Content Audit](#)

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|--|--|--|---|---|--|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | <div data-bbox="1360 292 1568 358"> <p>IG Story <i>Visual Comfort</i></p> </div> | 10 |
| 11 | <div data-bbox="336 489 544 620"> <p>IG Story <i>Best Sellers</i></p> <p>FB Carousel <i>Best Sellers</i></p> </div> | 13 | 14 | 15 | 16 | <div data-bbox="1615 489 1823 554"> <p>FB Carousel <i>Ralph Lauren</i></p> </div> |
| 18 | <div data-bbox="336 685 544 816"> <p>IG Carousel <i>Softer Side</i></p> <p>IG Carousel <i>Softer Side</i></p> </div> | <div data-bbox="591 685 799 816"> <p>IG Static <i>Rocky Mountain</i></p> <p>FB Carousel <i>Rocky Mountain</i></p> </div> | 21 | <div data-bbox="1101 685 1309 751"> <p>FB Carousel <i>Theodore Alex</i></p> </div> | 23 | 24 |
| 25 | <div data-bbox="336 882 544 1013"> <p>IG Story <i>EOY Sale</i></p> <p>FB Static <i>EOY Sale</i></p> </div> | 27 | <div data-bbox="853 882 1062 1013"> <p>IG Carousel <i>Visual Comfort</i></p> <p>FB Carousel <i>Visual Comfort</i></p> </div> | 29 | 30 | 31 |





PRODUCT LINKS

Slide 1: **COPY AND LINK COPIED INTO IMAGES**

Slide 2: COPY / LINK

Slide 3: COPY / LINK

Slide 4: COPY / LINK

- Copy is approved
- QA is approved
- Asset is Scheduled
- Asset is QA'd in scheduling

IMAGE LOCATION

FRANCHISE/CAMPAIGN

[TICKETS](#)



Scheduled

POST COPY: What do these best sellers have in common? “Whoah!” factor – that arresting quality that compels your cursor to stop, linger, and click “Add to Cart.” Scroll out of control: [LINK]

Slide 1: Oggetti® Cascade 1-Light Pendant

Slide 2: Kartell® Massima Chair

Slide 3: Blu Dot® Neat Settee

Slide 4: Four Hands Art Studio® Chasing Poppy by Alexandra Gallagher

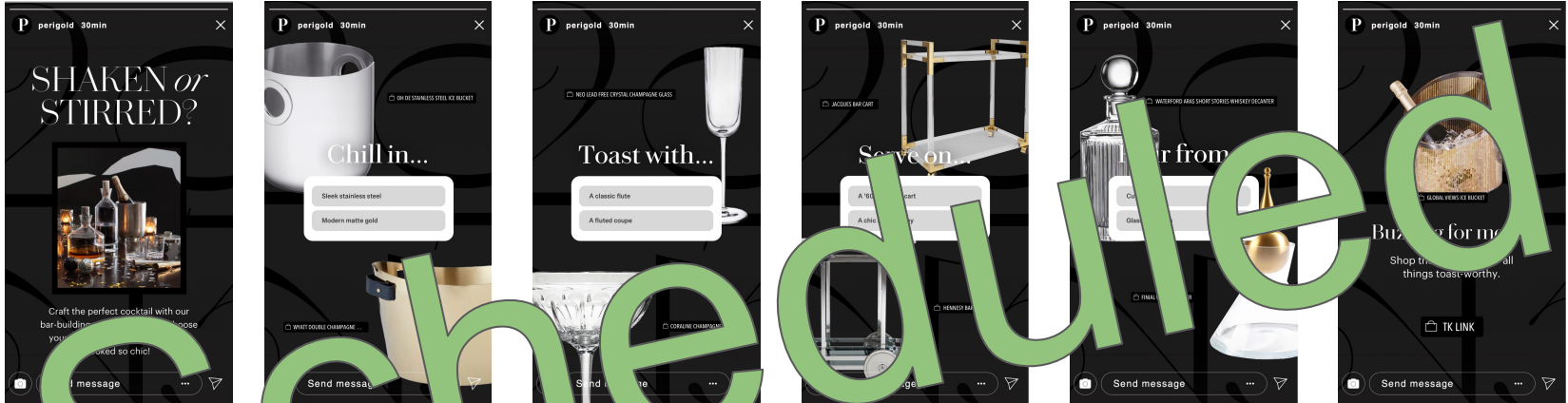
Slide 5: Generation Lighting® Feccetta 1-Light Pendant by Alexa Hampton

| | |
|-------------------------------------|----------------------------|
| <input checked="" type="checkbox"/> | Copy is approved |
| <input checked="" type="checkbox"/> | QA is approved |
| <input type="checkbox"/> | Asset is Scheduled |
| <input type="checkbox"/> | Asset is QAd in scheduling |

| |
|---|
| IMAGE LOCATION |
| https://drive.google.com/drive/folders/1Fdr6fzu26vSWcf1BK9LIRnVBnZ5foKqb |

| |
|---------------------------|
| FRANCHISE/CAMPAIGN |
|---------------------------|

| |
|---------------|
| TICKET |
|---------------|



PRODUCT LINKS

- Copy is approved
- QA is approved
- Asset is Scheduled
- Asset is QA'd in scheduling

IMAGE LOCATION
https://drive.google.com/open?id=18QTbcTCR2hyyoG7k-AQi_4jZMx7ukpZf&authuser=lacone%40wayfair.com&usp=drive_fs

FRANCHISE/CAMPAIGN

TICKETS



COPY:

Cheers! Host the party of the year with our picks for the well-appointed bar. Shop the link in bio for all things toast-worthy.

PHOTO CREDIT (if applicable)



LINK TO LANDING PAGE

[TICKET](#)

PRODUCTS:

HASHTAGS TO USE

IMAGE DRIVE LOCATION

https://drive.google.com/open?id=1AUhY8ZltVPz6HSsviXoxHjFA7RAeRXps&authuser=lacone%40wayfair.com&usp=drive_fs

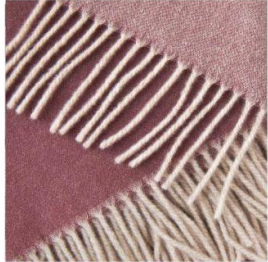
SUPPLIER/PERSON TO TAG

FRANCHISE/CAMPAIGN

- Copy is approved
- QA is approved
- Asset is Scheduled
- Asset is QA'd in scheduling

Home Posts Photos Community Videos

The softest cashmere throw. An eye-catching crystal jewelry box. A show-it-off candle that fills the room and invites everyone to get cozy. Treat your friends and family (and yourself!) to unique gifts that keep giving. [LINK]



Yves Delorme Allegria Merino Wool Throw [Shop now](#)



Jonathan Adler Muse Blanc Scented Novelty Candle [Shop now](#)



littala Littala Aalto Tray [Shop now](#)



GreenPan Padova 2-Piece Frying Pan Set [Shop now](#)



Reflections Copenhagen Crystal Jewelry Box [Shop now](#)



Alessi Rossi Stainless Steel Stovetop Teakettle [Shop now](#)

18 Comments
 Comment

Scheduled

POST COPY: The softest cashmere throw. An eye-catching crystal jewelry box. A show-it-off candle that fills the room and invites everyone to get cozy. Treat your friends and family (and yourself!) to unique gifts that keep giving. [LINK]

Slide 1: [Yves Delorme Allegria Merino Wool Throw](#)

Slide 2: [Jonathan Adler Muse Blanc Scented Novelty Candle](#)

Slide 3: [littala Littala Aalto Tray](#)

Slide 4: [GreenPan Padova 2-Piece Frying Pan Set](#)

Slide 5: [Reflections Copenhagen Crystal Jewelry Box](#)

Slide 6: [Alessi Rossi Stainless Steel Stovetop Teakettle](#)

| | |
|-------------------------------------|----------------------------|
| <input checked="" type="checkbox"/> | Copy is approved |
| <input checked="" type="checkbox"/> | QA is approved |
| <input type="checkbox"/> | Asset is Scheduled |
| <input type="checkbox"/> | Asset is QAd in scheduling |

| |
|--|
| IMAGE LOCATION Link here, 6 assets, 1 mock |
|--|

| |
|---------------------------|
| FRANCHISE/CAMPAIGN |
|---------------------------|

| |
|---------------|
| TICKET |
|---------------|



Scheduled

COPY

The unseen maestros behind this beautiful space? The craftspeople at @rockymountainhardware. They make authentic American artisanship (and cabinets and drawers) look so good. Shop link in bio.

PHOTO CREDIT (if applicable)



IN
LANDING PAGE

PRODUCTS:

TICKET

HASHTAGS TO USE

IMAGE DRIVE LOCATION

https://drive.google.com/drive/folders/1ar0saSkUvLZhR_w0W3b_8VZ0KZX-17io

SUPPLIER/PERSON TO TAG

FRANCHISE/CAMPAIGN

- Copy is approved
- QA is approved
- Asset is Scheduled
- Asset is QA'd in scheduling

Home Posts Photos Community Videos

It's time to celebrate. Host the party of the year with our picks for the well-appointed bar. (Your guests will be buzzing for more.) [LINK]



Get the Look

Shop now



Jonathan Adler® Ice Bar Cart

Shop now



Waterford® Allure Short Stories 28 oz. Whiskey Decanter

Shop now



Ralph Lauren Home® Garrett Mixing Glass

Shop now



Lauren Home® Coraline Champagne Coupe

Shop now

18

Like

Comment

Share

Scheduled

POST COPY: It's time to celebrate. Host the party of the year with our picks for the well-appointed bar. (Your guests will be buzzing for more.) [LINK]

Slide 1: Jonathan Adler® Ice Bar Cart

Slide 2: Waterford® Allure Short Stories 28 oz. Whiskey Decanter

Slide 3: Ralph Lauren Home® Garrett Mixing Glass

Slide 4: Ralph Lauren Home® Coraline Champagne Coupe

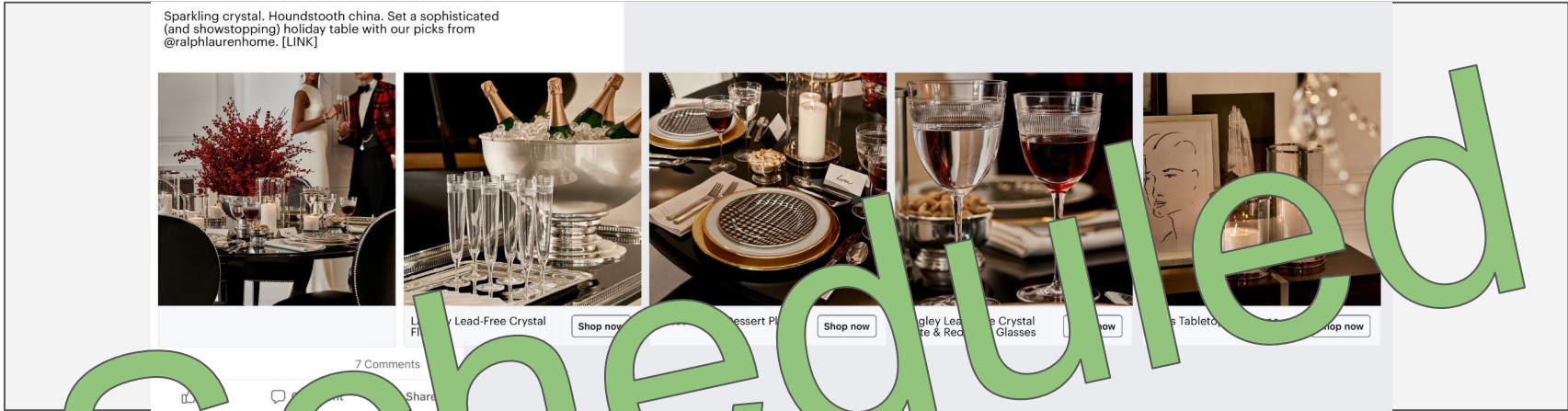
- Copy is approved
- QA is approved
- Asset is Scheduled
- Asset is QAd in scheduling

IMAGE LOCATION

https://drive.google.com/open?id=1A4HCrdZFfwSJrw43-gDdQPPrYgiOoPcM&authuser=lacone%40wayfair.com&usp=drive_fs

FRANCHISE/CAMPAIGN

TICKET



Scheduled

POST COPY: Sparkling crystal. Houndstooth china. Set a sophisticated (and showstopping) holiday table with our picks from @ralphlaurenhome: [LINK]

Slide 1: Shop Now

Slide 2: Langley Lead-Free Crystal Flute

Slide 3: Wessex 8.25" Dessert Plates

Slide 4: Langley Lead-Free Crystal White & Red Wine Glasses

Slide 5: Glass Tabletop Hurricane

- Copy is approved
- QA is approved
- Asset is Scheduled
- Asset is QAd in scheduling

IMAGE LOCATION
<https://drive.google.com/drive/folders/1SWEtBY9Z7iKLSfST7gdxlCvQCx7U3wgV>

FRANCHISE/CAMPAIGN

TICKET



Scheduled

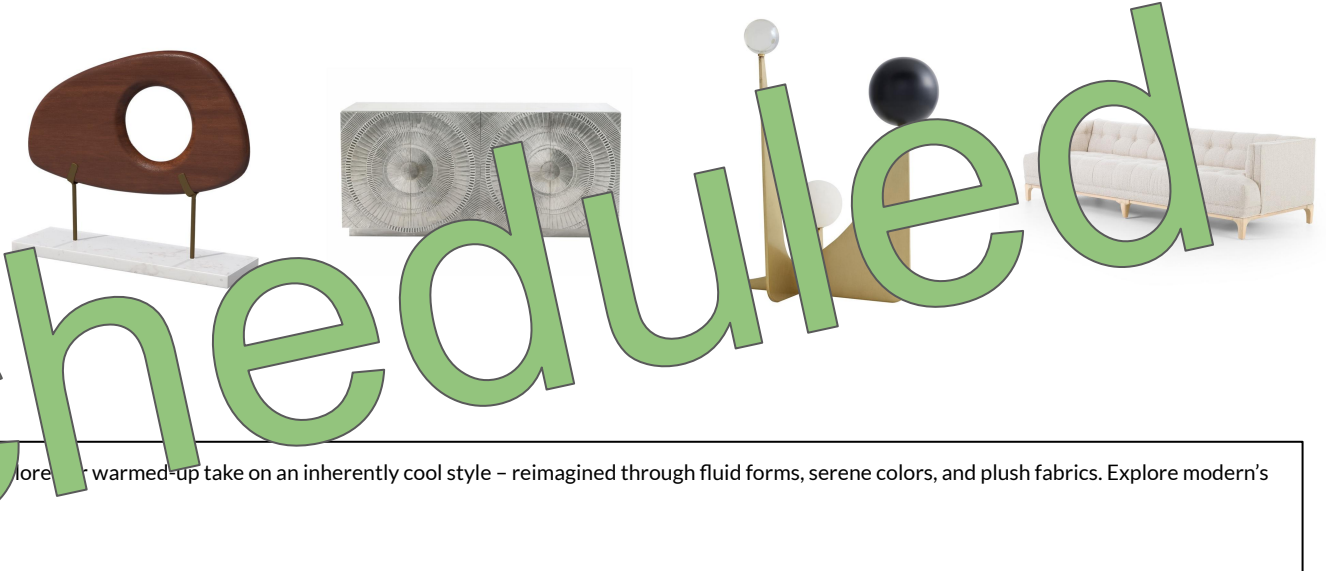
POST COPY: It's a mid-century modern makeover! A more warmed-up take on an inherently cool style - reimagined through fluid forms, serene colors, and plush fabrics. Link in bio for modern's new look.

- Copy is approved
- QA is approved
- Asset is Scheduled
- Asset is QAd in scheduling

IMAGE LOCATION
<https://drive.google.com/drive/folders/1HaOUzO2GKyp1ngmEdOCZu4KIMk5K13M1>

FRANCHISE/CAMPAIGN

TICKET



POST COPY: It's a mid-century modern makeover! For more of our warmed-up take on an inherently cool style - reimagined through fluid forms, serene colors, and plush fabrics. Explore modern's softer side: [LINK]

Slide 1: Get the Look

Slide 2: Lifestyle Collection Betty Wood Sculpture

Slide 3: Bernhardt® Barcelona 72" Wide Teak Wood Sideboard

Slide 4: Four Hands® Dylan 91" Taupe Sofa

Slide 5: Arteriors® Lucas Sculpture

- Copy is approved
- QA is approved
- Asset is Scheduled
- Asset is QAd in scheduling

IMAGE LOCATION

<https://drive.google.com/drive/folders/1HsRf10U7HgUOvrbaZEmQ0RRgv9O8cC5e>

FRANCHISE/CAMPAIGN

TICKET

Home Posts Photos Community Videos

A (virtual) standing ovation for the craftspeople at @RockyMountainHardware. They make authentic American artisanship (and cabinets and drawers) look so good. Explore handmade hardware in art-grade bronze: [LINK]



Discover the Brand



Art-Grade Bronze Hardware



Fleur-de-Lis Cabinet Knob



Twig Cabinet Pull

18 7 Comments Like Comment Share

Scheduled

POST COPY: A (virtual) standing ovation for the craftspeople at @RockyMountainHardware. They make authentic American artisanship (and cabinets and drawers) look so good. Explore handmade hardware in art-grade bronze.

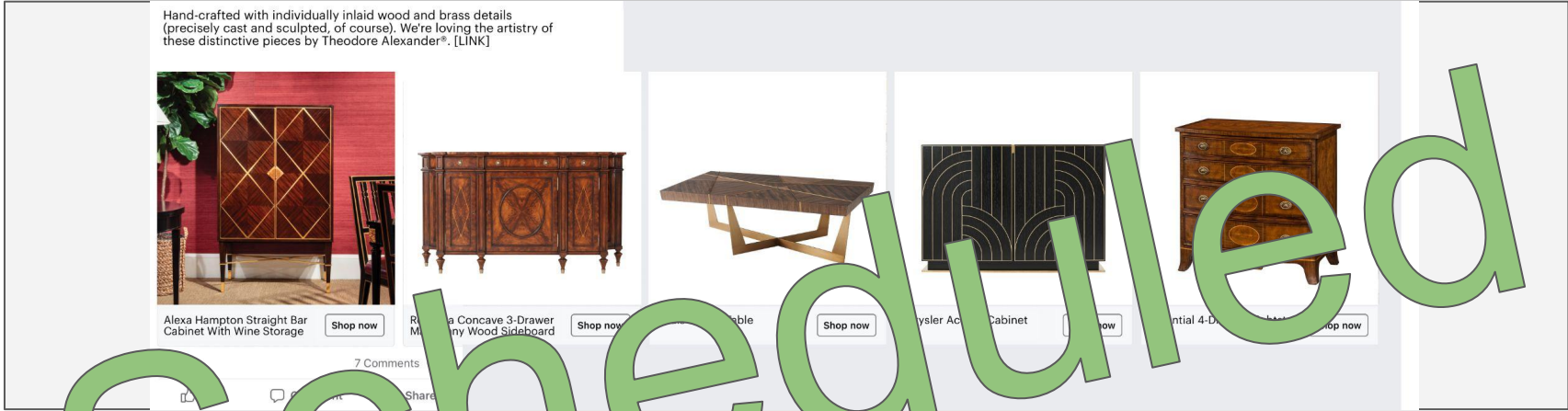
- Slide 1: Discover the Brand
- Slide 2: Art-Grade Bronze Hardware
- Slide 3: Fleur-de-Lis Cabinet Knob
- Slide 4: Twig Cabinet Pull

| | |
|-------------------------------------|----------------------------|
| <input checked="" type="checkbox"/> | Copy is approved |
| <input checked="" type="checkbox"/> | QA is approved |
| <input type="checkbox"/> | Asset is Scheduled |
| <input type="checkbox"/> | Asset is QAd in scheduling |

| |
|---|
| IMAGE LOCATION |
| https://drive.google.com/drive/folders/1ar0saSkUvLZhR_woW3b_8VZ0KZX-17io |

| |
|--------------------|
| FRANCHISE/CAMPAIGN |
|--------------------|

| |
|--------|
| TICKET |
|--------|



POST COPY: Hand-crafted with individually inlaid wood and brass details (precisely cast and sculpted, of course). We're loving the artistry of these distinctive pieces by Theodore Alexander®: [LINK]

Slide 1: Alexa Hampton Straight Bar Cabinet With Wine Storage

Slide 2: Replica Concave 3-Drawer Mahogany Wood Sideboard

Slide 3: Calais Coffee Table

Slide 4: Chrysler Accent Cabinet

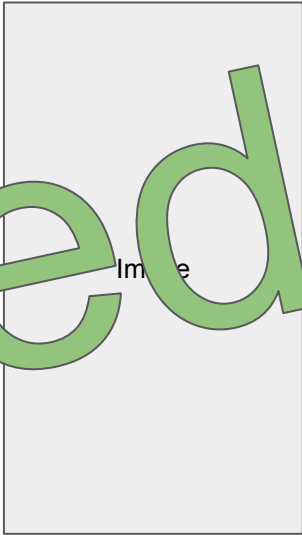
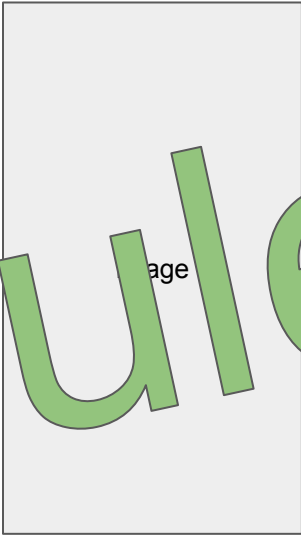
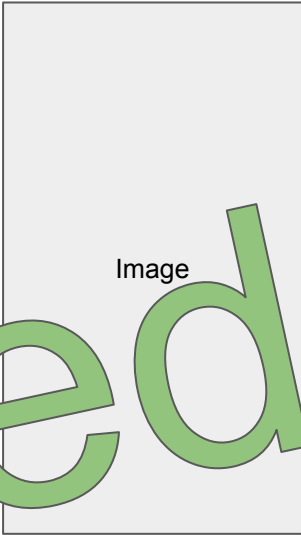
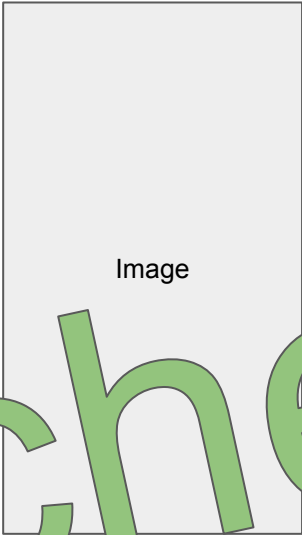
Slide 5: Essential 4-Drawer Nightstand

- Copy is approved
- QA is approved
- Asset is Scheduled
- Asset is QAd in scheduling

IMAGE LOCATION
<https://drive.google.com/drive/folders/1XN8ErTJmPv1oXlf-a0HvJYB-pzyNPoOT>

FRANCHISE/CAMPAIGN

TICKET



Scheduled

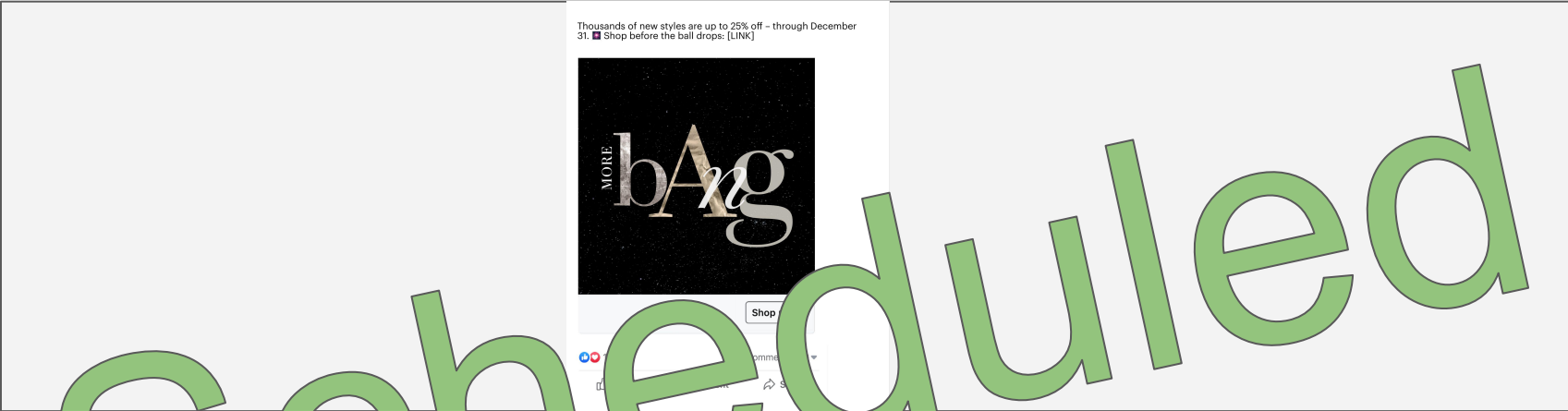
PRODUCT LINKS

- Copy is approved
- QA is approved
- Asset is Scheduled
- Asset is QA'd in scheduling

IMAGE LOCATION
<https://drive.google.com/drive/folders/1K3BxfzTW1ZVBaBv1hfFzSLQYy-vANQI>

FRANCHISE/CAMPAIGN

TICKETS



POST COPY:

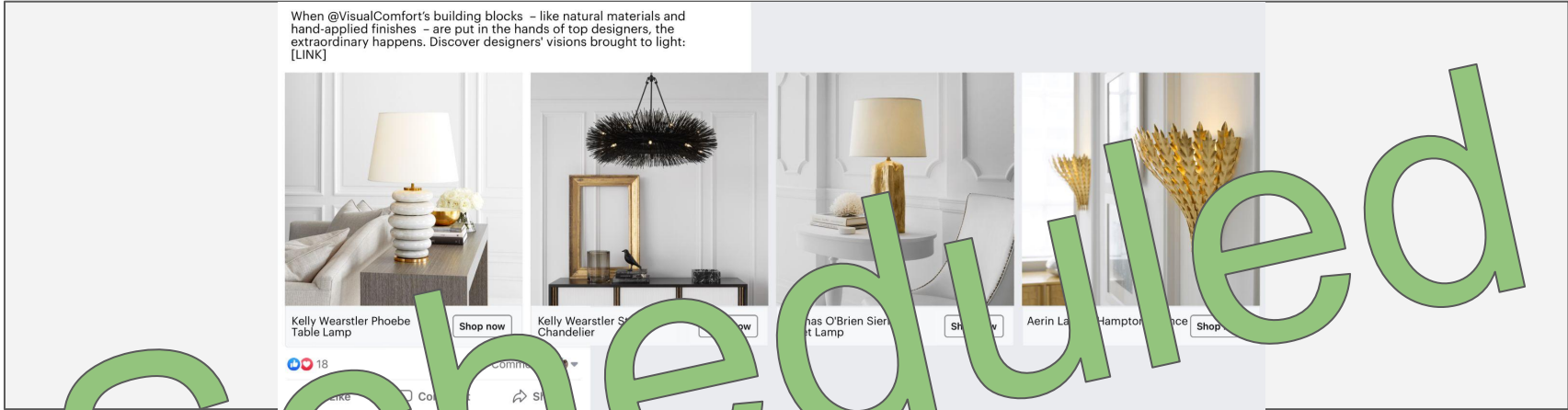
Scheduled

- Copy is approved
- QA is approved
- Asset is Scheduled
- Asset is QAd in scheduling

IMAGE LOCATION
<https://drive.google.com/drive/folders/1K3BxfzTW1ZVBaBv1hfFzSLQYy-vANQI>

FRANCHISE/CAMPAIGN

TICKET



Scheduled

POST COPY: When @VisualComfort's building blocks – like natural materials and hand-applied finishes – are put in the hands of top designers, the extraordinary happens. Discover designers' visions brought to light: [LINK]

Slide 1: Kelly Wearstler Phoebe Table Lamp

Slide 2: Kelly Wearstler Strada Chandelier

Slide 3: Thomas O'Brien Sierra Buffet Lamp

Slide 4: Aerin Lauder Hampton Scence

| | |
|-------------------------------------|----------------------------|
| <input checked="" type="checkbox"/> | Copy is approved |
| <input checked="" type="checkbox"/> | QA is approved |
| <input type="checkbox"/> | Asset is Scheduled |
| <input type="checkbox"/> | Asset is QAd in scheduling |

| |
|--|
| IMAGE LOCATION https://drive.google.com/drive/folders/1PdxBwxoR90a9RXuiklQxCpEcO_uhUd6r |
|--|

| |
|---------------------------|
| FRANCHISE/CAMPAIGN |
|---------------------------|

| |
|---------------|
| TICKET |
|---------------|



POST COPY:

This stacked-ceramic stunner by @kellywearstler? It's what happens when @visualcomfort taps a top designer to bring a vision to light – in hand-applied finishes and fine natural materials. (Shop our fave Visual Comfort collabs via link in bio.)

- Copy is approved
- QA is approved
- Asset is Scheduled
- Asset is QAd in scheduling

IMAGE LOCATION

<https://drive.google.com/drive/folders/13HOw0wJTrB2OmkPTuaFagEV31Y3Cvwpr>

FRANCHISE/CAMPAIGN

TICKET

Lights ON. A mastery of natural elements and mixed materials – hello, recycled glass bottles – makes each handcrafted Currey & Company fixture stunning and unique. [LINK]

Vintner 7-Light Chandelier [Shop now](#)

Stratosphere 4-Light Chandelier [Shop now](#)

Bevilacqua 18-Light Chandelier [Shop now](#)

Galahad 12-Light Chandelier [Shop now](#)

Braithwell 14-Light Chandelier [Shop now](#)

18 7 Comments

Like Comment Share

POST COPY:

- Slide 1: COPY / LINK
- Slide 2: COPY / LINK
- Slide 3: COPY / LINK
- Slide 4: COPY / LINK

- Copy is approved
- QA is approved
- Asset is Scheduled
- Asset is QAd in scheduling

IMAGE LOCATION

FRANCHISE/CAMPAIGN

[TICKET](#)



Scheduled

COPY

All eyes on the floor. The Murano collection from Exquisite Rugs blends wool and bamboo silk in subtle hues to create artwork underfoot – a watercolor look with a luxuriously soft feel. [LINE]

IN
LANDING PAGE

PRODUCTS:

TICKET

SUPPLIER/PERSON TO TAG

IMAGE DRIVE LOCATION

<https://drive.google.com/drive/folders/1DPy49N- NQwGc WMAVf5I0IsaTUoFZAHG>

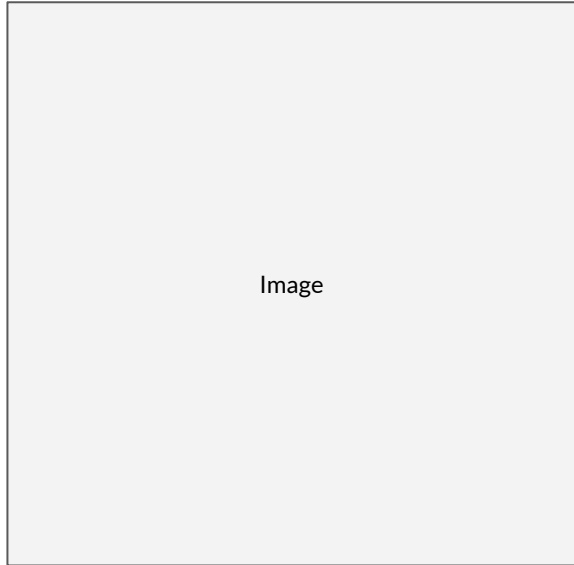
FRANCHISE/CAMPAIGN

- Copy is approved
- QA is approved
- Asset is Scheduled
- Asset is QA'd in scheduling

PERIGOLD



Templates



COPY

PHOTO CREDIT (if applicable)
📷:

LINKS
LANDING PAGE:

PRODUCTS:

TICKET

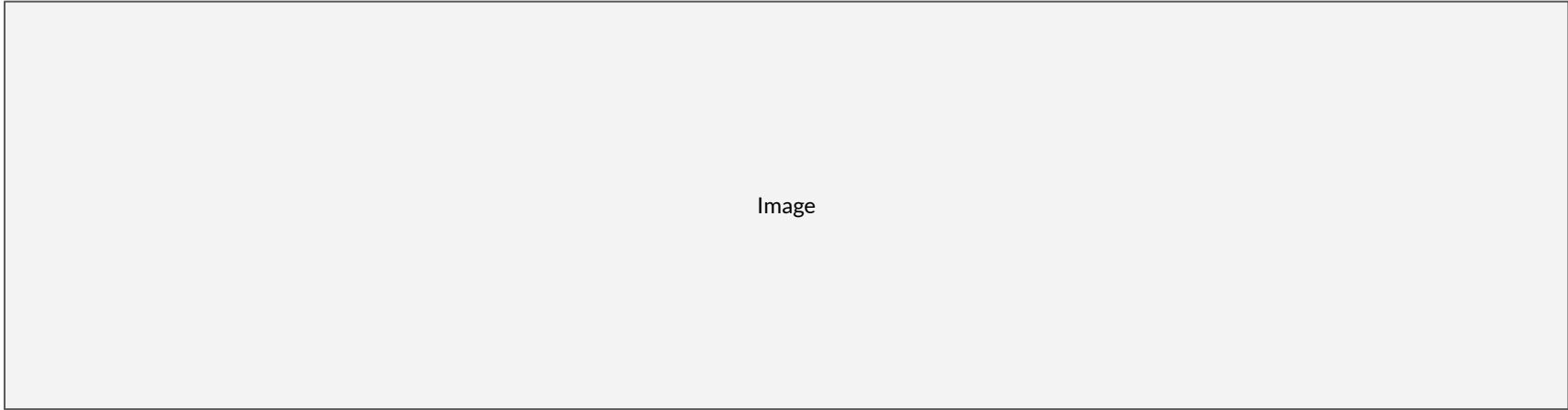
HASHTAGS TO USE

IMAGE DRIVE LOCATION

SUPPLIER/PERSON TO TAG

FRANCHISE/CAMPAIGN

- Copy is approved
- QA is approved
- Asset is Scheduled
- Asset is QA'd in scheduling



POST COPY:

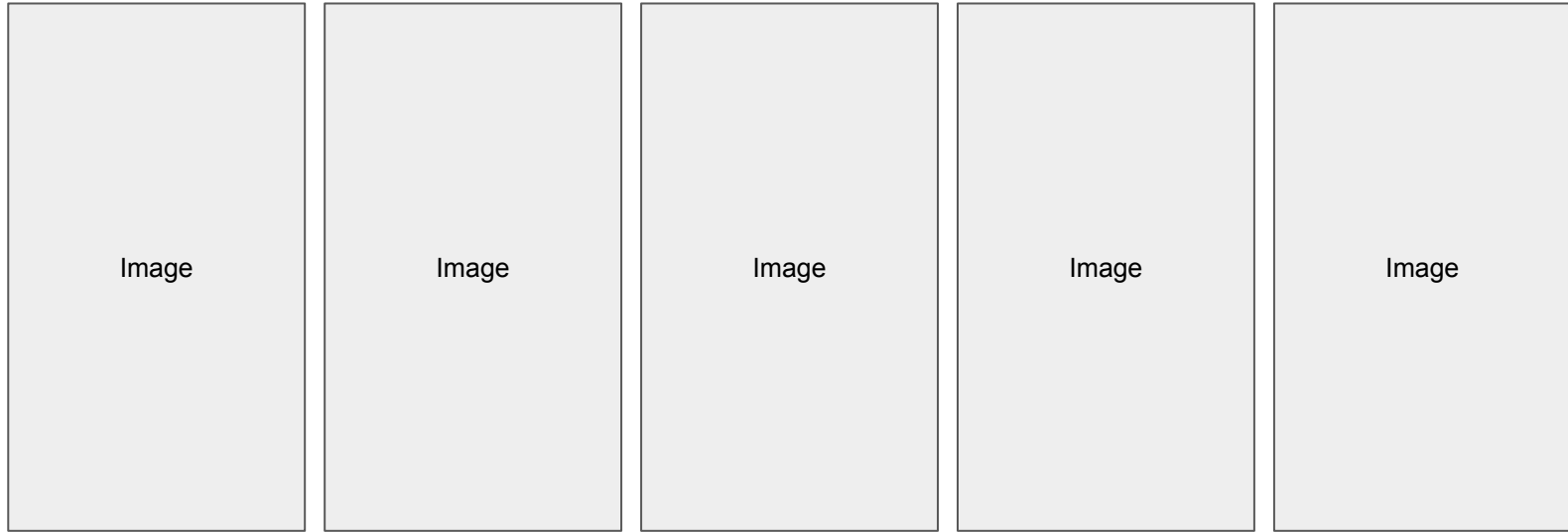
- Slide 1: COPY / LINK
- Slide 2: COPY / LINK
- Slide 3: COPY / LINK
- Slide 4: COPY / LINK

- Copy is approved
- QA is approved
- Asset is Scheduled
- Asset is QAd in scheduling

IMAGE LOCATION

FRANCHISE/CAMPAIGN

TICKET



PRODUCT LINKS
Slide 1: COPY / LINK
Slide 2: COPY / LINK
Slide 3: COPY / LINK
Slide 4: COPY / LINK

- Copy is approved
- QA is approved
- Asset is Scheduled
- Asset is QA'd in scheduling

IMAGE LOCATION

FRANCHISE/CAMPAIGN

TICKETS