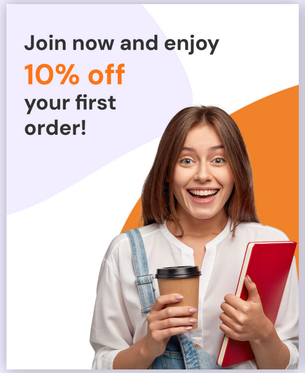
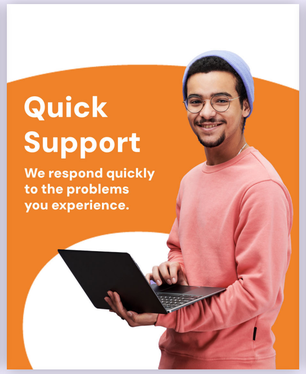
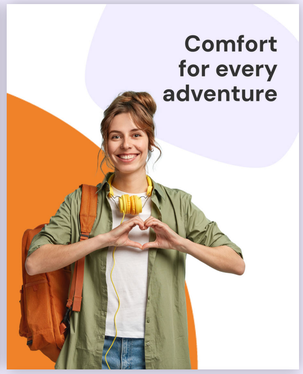
Stu—
Buddy



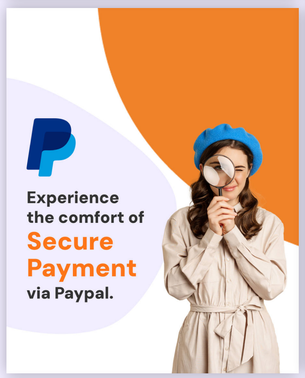






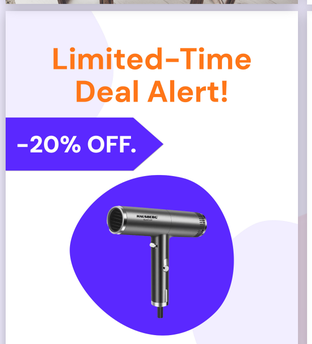


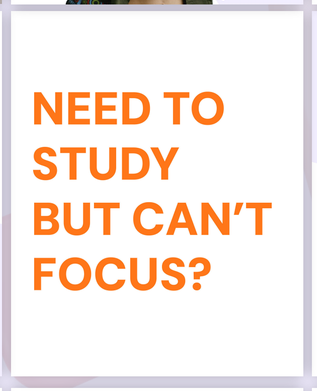


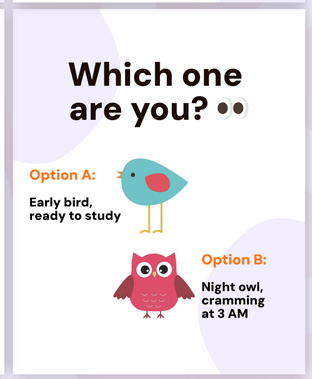




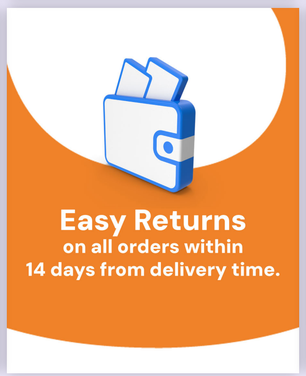






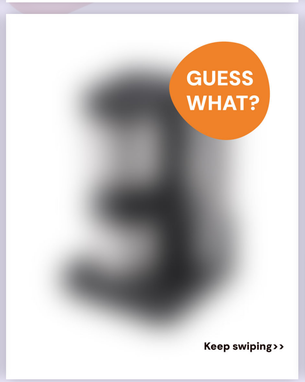
















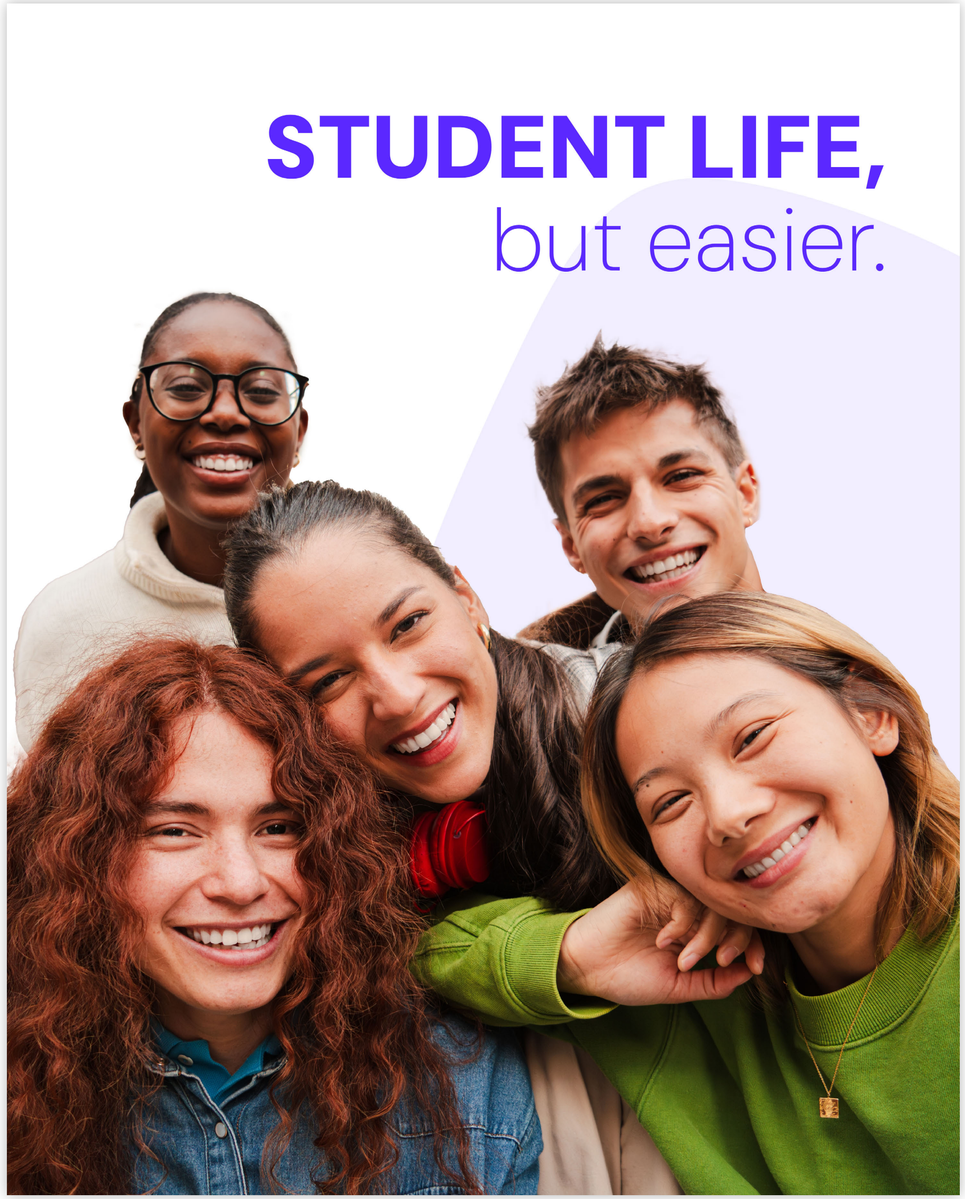


SOCIAL MEDIA PLAN

1. Post: Brand Introduction

Design Text:
STUDENT LIFE, BUT EASIER.
Caption:
💡 Student life = Stress? Not anymore! Stubuddy is here to make student life more manageable, smarter, and fun, from budget-friendly finds to cool essentials. 👉 Tell us: What's your ultimate student struggle? Let's share & survive together!

#StudentLife #UniHacks #StuBuddy #LifeMadeEasy #BackToSchool



2. Post: Product of the Week: Carousel Structure

Slide 1 – Mystery Approach
Blurred or zoomed-in image of the machine with GUESS WHAT? 👀
in bold text.
Tiny text hint: Your late-night study sessions just got an upgrade...
Call to Action: Swipe to find out! ➡️

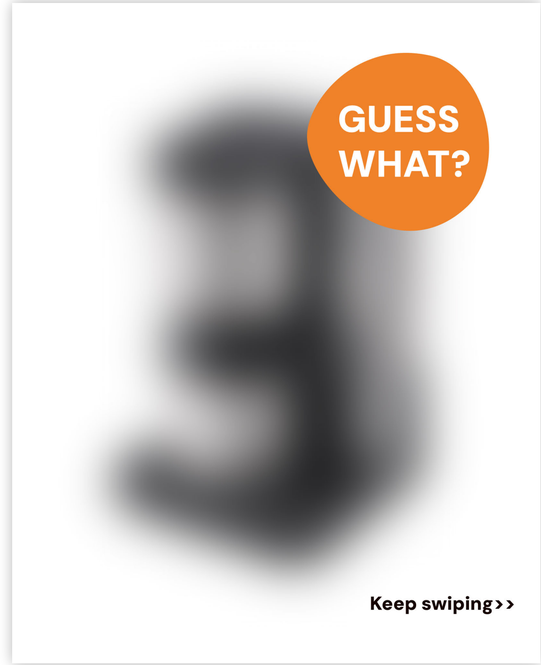
Slide 2 – Product Reveal & Key Features
A high-quality image of the coffee machine with clean, modern typography.
Text: Meet your new study buddy!
✔ Keeps coffee HOT for 3 hours
✔ Deep, rich aroma with adjustable strength
✔ Brews 10 cups – perfect for study groups!
Call to Action: Keep swiping! ➡️

Slide 3 – Real-Life Student Scenarios
Three mini visuals showing different usage scenarios
Late-night study grind (laptop, books, coffee cup)
Morning rush before class (grab-and-go coffee moment)
Group study session (friends sharing coffee)

Slide 4 – Engagement & Call to Action
Question with a poll-style design:
Would you use this? 👇
✅ YES, coffee is life!
❌ Nah, I run on pure stress.
Final CTA: Buton gibi bi şey olabilir.
🔗 Shop now at stubuddy.co.uk

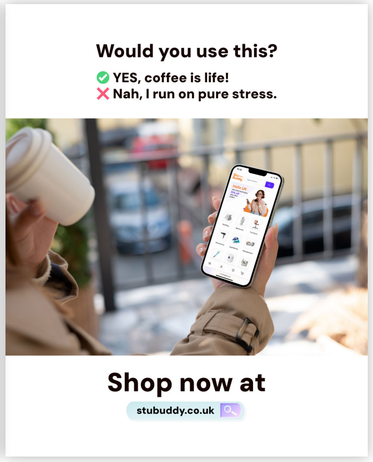
Caption:
☕ Late-night study sessions? Morning lectures? You need this.
🔥 The Karaca Coffee Art Aroma Thermal Carafe Coffee Machine is your new caffeine-powered bestie:
Keeps coffee hot for 3 hours – no more cold sips!
Aroma Function for a rich, deep coffee experience.
Makes 10 cups – perfect for group study sessions!
Would you use this? Drop a 💯 if YES!
📲 Get yours now with the link in the bio.

#UniHacks #StudentEssentials #StubuddyFinds #CoffeeAddict #LifeMadeEasier









3. Post: Motivational / Relatable Content

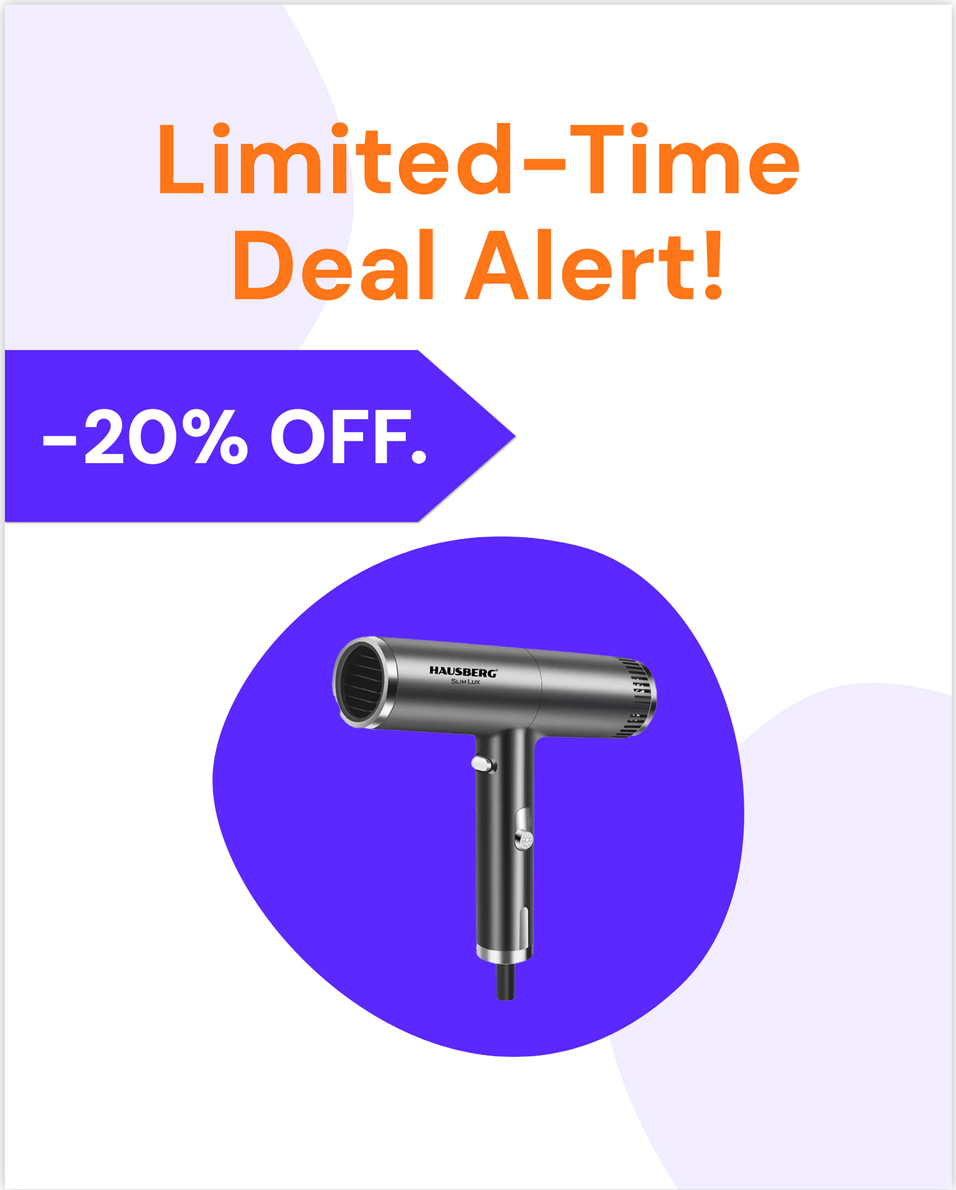
Design Text:
Me: I'll start my assignment early. Also, me: Due in 2 hours... 😭
Caption:
If this is you, welcome to the club. We've all been there. 😅 Tag a friend who's always "gonna start early" but doesn't. 😂👇
.
.
.
Hashtags:
#StudentLife #Relatable #UniStruggles #StubuddyMemes #StudyHacks



4. Post: Haftanın fırsatı

Design Text:
Limited-Time Deal Alert!

Caption:
Save BIG this week with our special student discount on ÜRÜNÜN ADI! 🎯
🔥 Flash Sale – Limited Stock!
***Only available this week**
.
.
.
#StudentDeals #SmartShopping #StubuddyFinds #DiscountAlert



5. Post: Carousel – Student Tips: Study Hack Edition DONE✅

Design Text:

Slide 1:
Need to study but can’t focus?

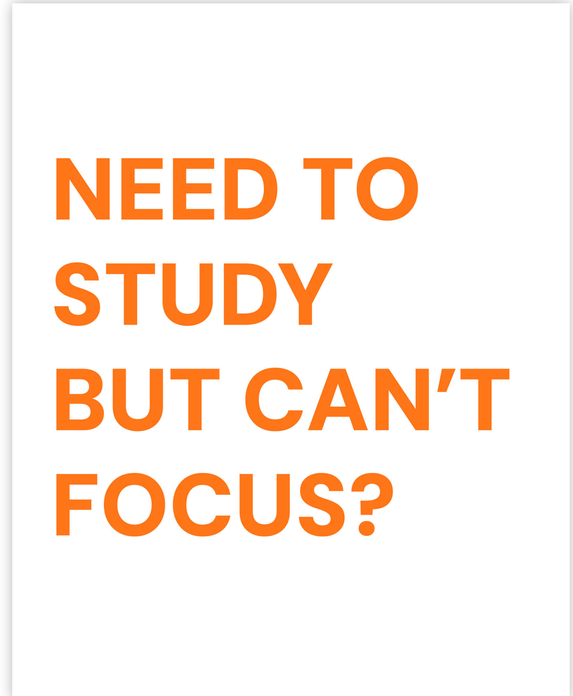
Slide 2:
Hack 1: The Pomodoro Method
Study 25 min, break 5 min = Maximum focus!

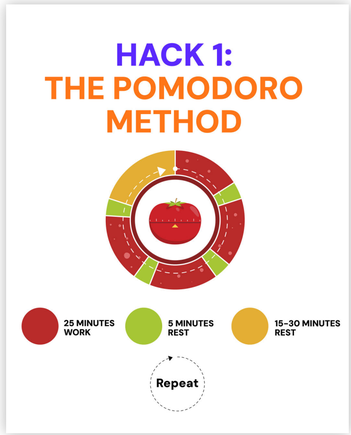
Slide 3:
Hack 2: The 2-Minute Rule
If it takes 2 min, do it now & avoid procrastination.

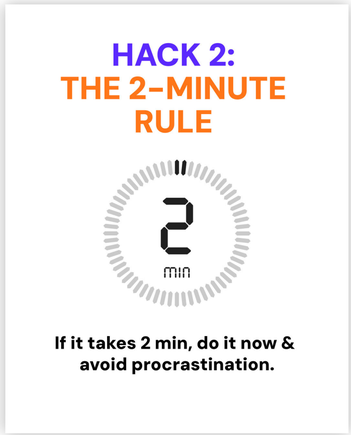
Slide 4:

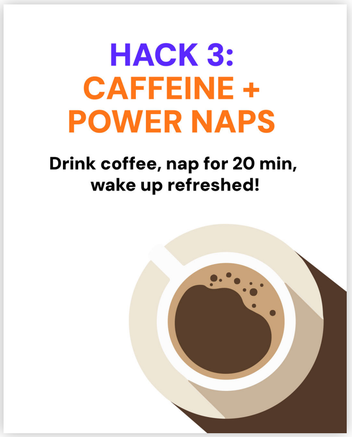
Hack 3: Caffeine + Power Naps
Drink coffee, nap for 20 min, wake up refreshed!

Caption:
Save this & thank us later. 😉 Which one do you already use? Drop your fav hack in the comments to help a student buddy in need! 👇
.
.
.
#StudySmart #StudentHacks #FinalsSeason #Stubuddy









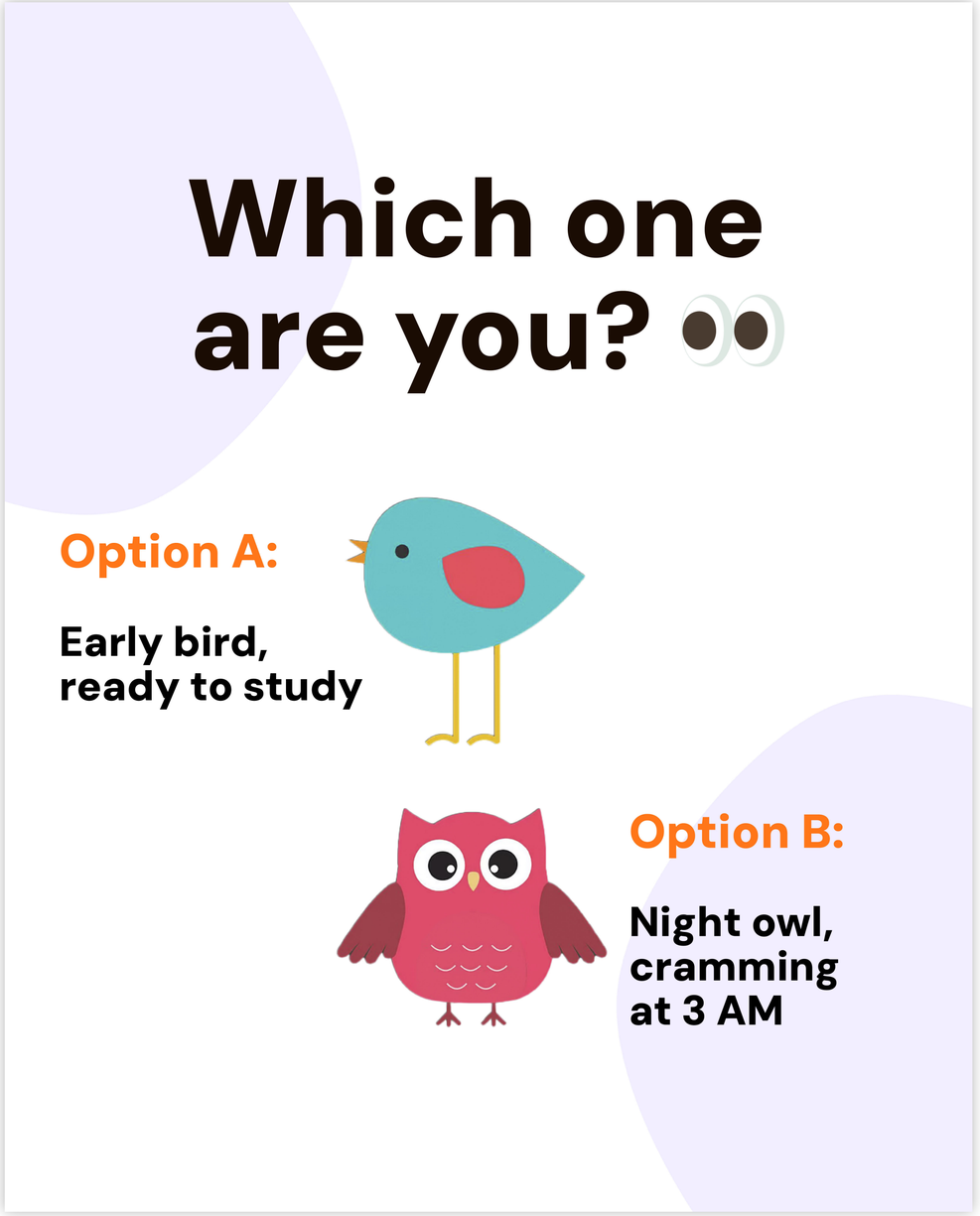
6. Post: Student Life Poll

Design Text:

Which one are you? 👀

Option A: Early bird, ready to study 📚
Option B: Night owl, cramming at 3 AM 🥱

Caption:
Are you the early planner or the last-minute genius? 🤔 Comment "A" or "B" below! Let's see which team wins! 👇Tag a friend who needs to see this!
.
.
.
#StudentLife #StudyHabits #Stubuddy #UniHacks



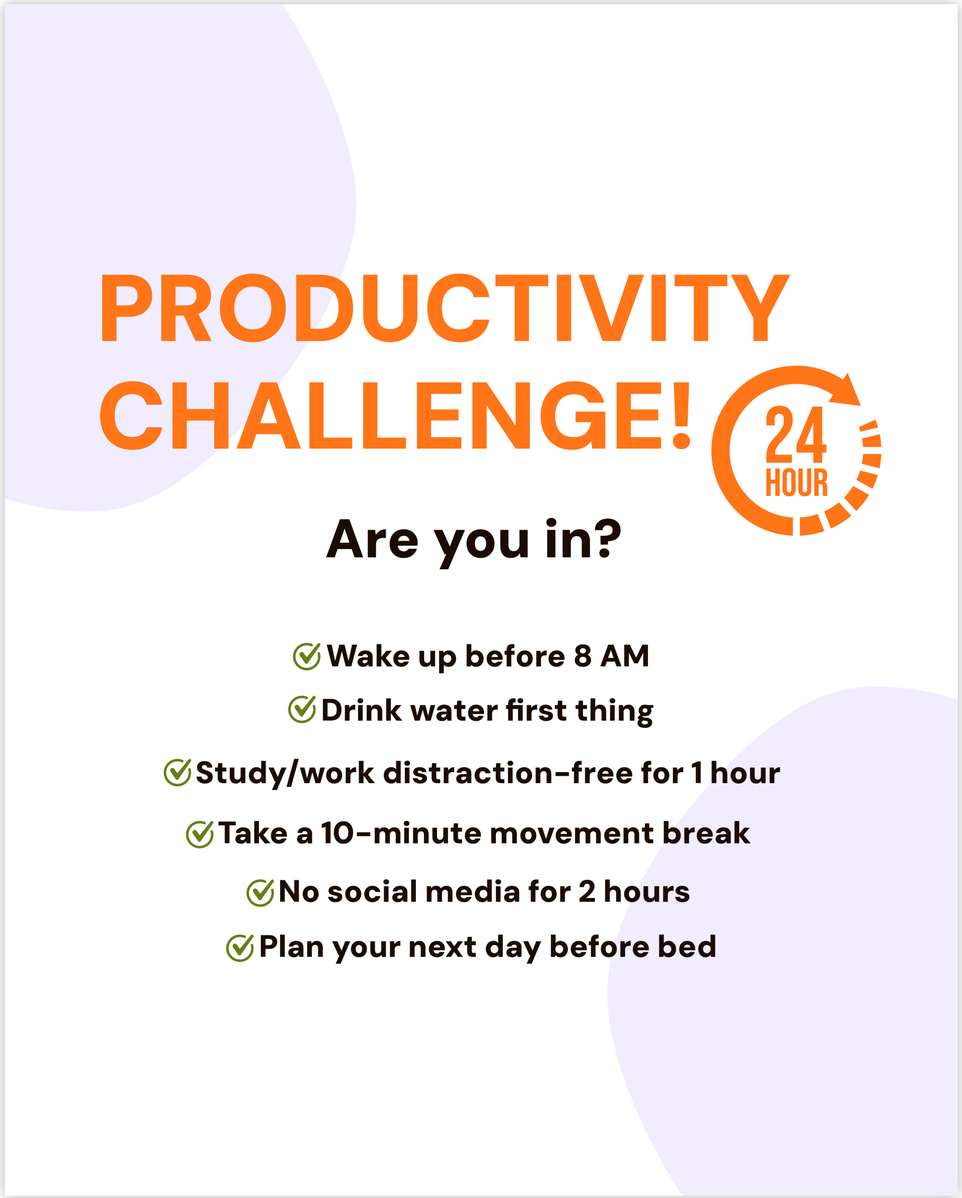
7. Post: Productivity Challenge

Design Text:

24-HOUR PRODUCTIVITY CHALLENGE! Are you in?

Checklist-style format with small icons:
✅ Wake up before 8 AM ⏰
✅ Drink water first thing 💧
✅ Study/work distraction-free for 1 hour 📚
✅ Take a 10-minute movement break 🏃
✅ No social media for 2 hours 📵
✅ Plan your next day before bed 📝

Caption:
Think you can complete this checklist? Challenge yourself & tag a friend to join! 🤝 Save this & try it tomorrow! Drop a ✅ in the comments when you finish!
.
.
.
#StudentGoals #ProductivityHacks #StudyBetter #Stubuddy



8. Post: Top 3 Products for Exam Season (Carousel)

Design Text:

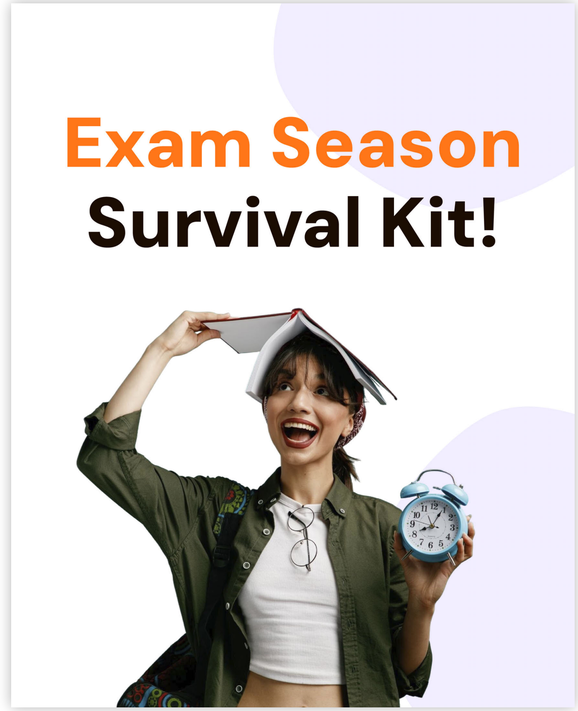
Slide 1: Exam Season Survival Kit!

Slide 2: Coffee Machine

Slide 3: Desk Lamp

Slide 4: Cozy Blanket

Caption:
Finals coming up? Worry not, brave student! 💼 Save this for your next study marathon.
#ExamReady #StudentEssentials #Stubuddy









9. Post: Weekend Essentials

No design text, just a visual, maybe like a cosy weekend area with blankets, mugs and snacks.

Caption:

Weekend mood = cosy, recharged, and peaceful. What's your Stubuddy weekend must-have? 🍵
#WeekendVibes #CozyCorner #StubuddyFinds



10 . Post: How to Stay Organised in 3 Steps

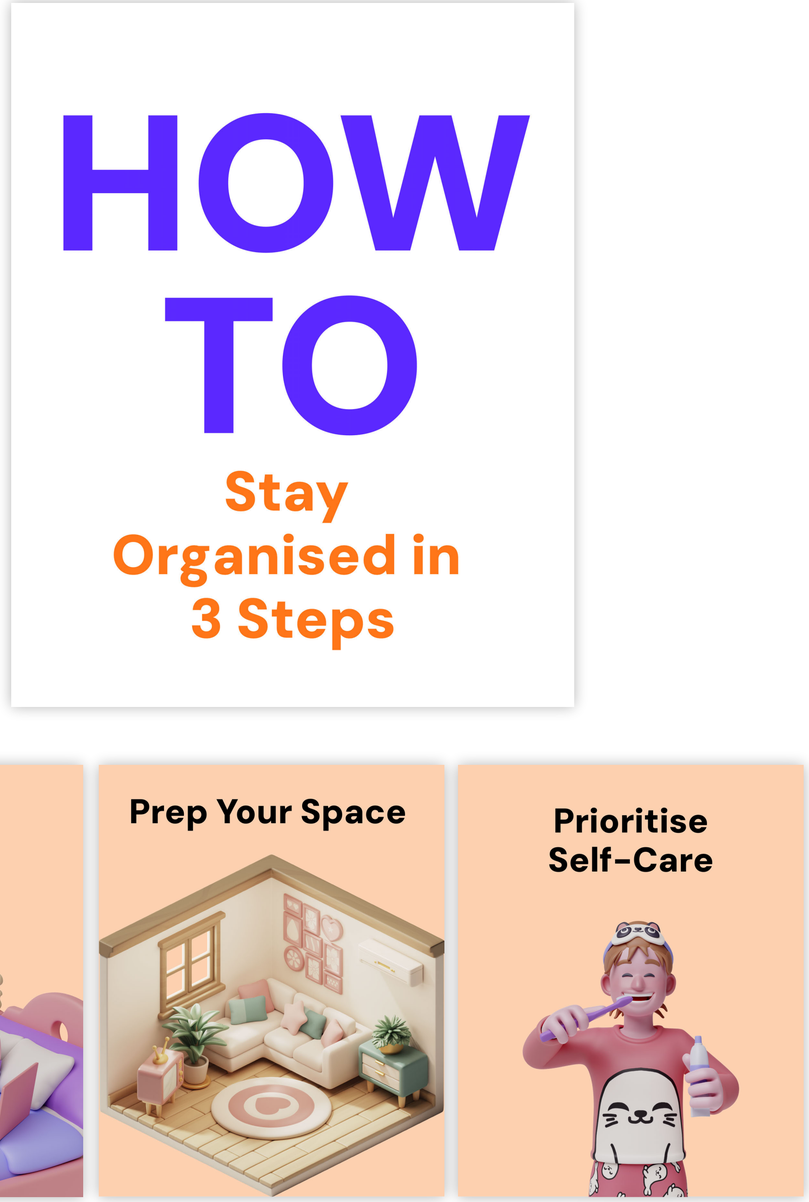
Design Text:

Slide 1: Plan your days

Slide 2: Prep your space

Slide 3: Prioritise self-care,

Caption:
Feeling overwhelmed? Try these 3 quick wins. Which one do you struggle with most? 👀
#StudySmart #OrganisedLife #StubuddyTips



11. Post: Tell Us Your Study Style

Design Text:

Group Study or Solo Grind?

Caption:
We’re curious… what’s your vibe?
Comment below & tag your study buddy!
#StudyStyles #UniVibes #StubuddyCrew

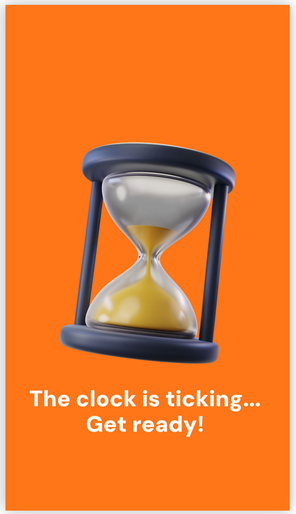


Stories

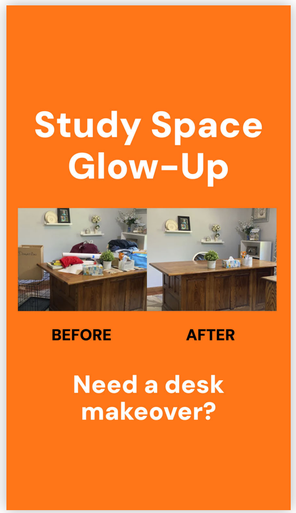


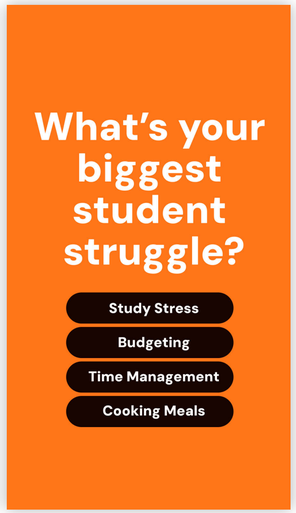


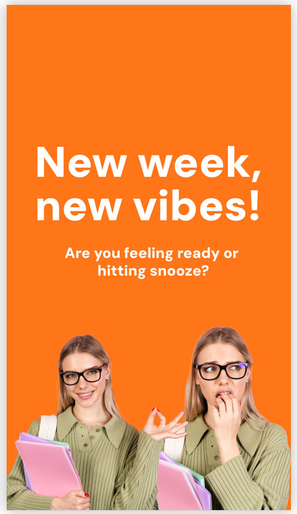


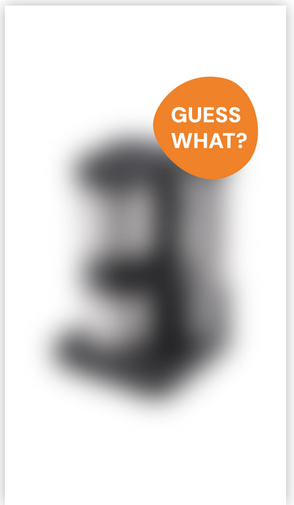




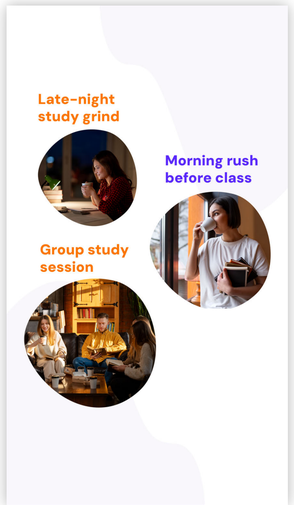


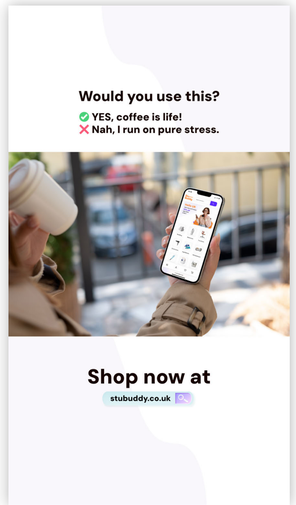


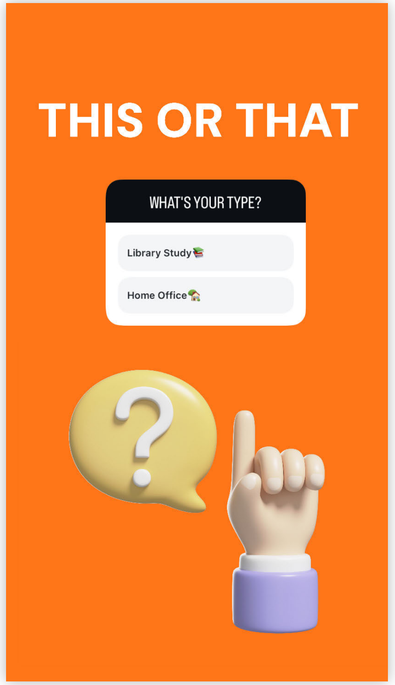


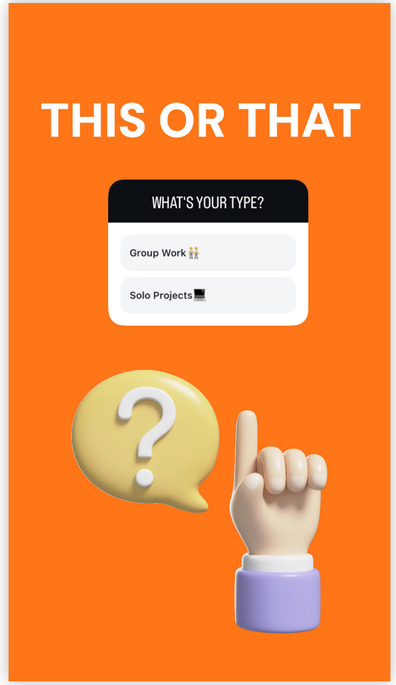


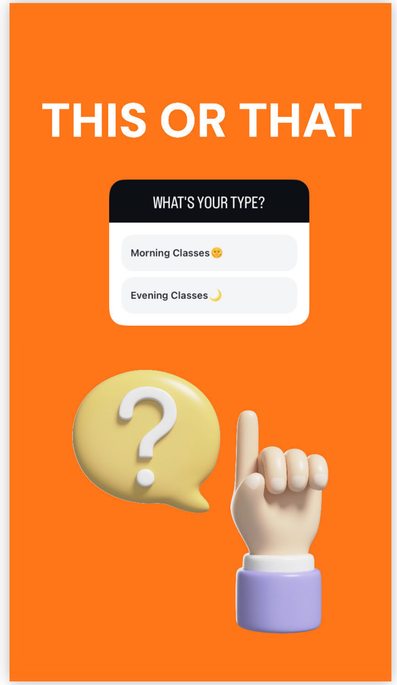












Stu—
Buddy