

Date	Platform	Time	Topic	Content	Media?	Hashtag?	Hyperlink?
Wed. April 1	Instagram	10am	April Fool's	Fake promotional video showcasing new exclusive theaters for audience members who exhibit common "pet peeves" (using phones, talking during movies, etc.)	Video	#AMCTheatres #AprilFools	No
Wed. April 1	X	10am	April Fool's	Fake promotional video showcasing new exclusive theaters for audience members who exhibit common "pet peeves" (using phones, talking during movies, etc.)	Video	#AMCTheatres #AprilFools	No

Wed. April 1	X	4pm	Guess the movie	Set of emojis asking users what the movie is	No	No	No
Thurs. April 2	X	12pm	IMAX experience	Infographic listing the difference between regular vs IMAX	Photo	#AMCTheatres #IMAX	No
Thurs. April 2	Instagram	1pm	IMAX experience	Reel displaying difference between regular vs IMAX theatres	Video	#AMCTheatres #IMAX	No
Fri. April 3	Instagram	10am	Easter Holiday Activity	Slideshow sharing what movies will be playing on weekend + remind followers theatre will be open	Photo	#AMCTheatres #HolidayPlanes #HappyEaster	Yes, https://www.amctheatres.com/movies
Fri. April 3	X	10am	Easter Holiday Activity	Single graphic displaying upcoming movies + remind followers theatre will be open	Photo	#AMCTheatres #HolidayPlanes #HappyEaster	Yes, https://www.amctheatres.com/movies
Fri. April 3	X	4pm	Favorite movie	Ask followers to quote tweet the last movie they saw at AMC	No	#AMCTheatres #WeMakeMoviesBetter	No

Sat. April 4	Instagram	2pm	AMC Stubs	Single graphic displaying different AMC Stubs tiers	Photo	#AMCTheatres #AMCStubs	Yes, https://www.amctheatres.com/amcstubs
Sat. April 4	X	3pm	AMC Stubs	Tweet asking followers to learn more about AMC Stubs tiers	No	#AMCTheatres #AMCStubs	Yes, https://www.amctheatres.com/amcstubs
Mon.. April 6	X	9am	Finish the movie quote	Quote a famous movie, ask followers to retweet and finish it	No	No	No
Mon. April 6	Instagram	2pm	Behind the scenes	ASMR-style reel with popcorn being made, projector being set-up, etc.	Video	#AMCTheatres #BTS #MagicMoments	No
Mon. April 6	X	2pm	Behind the scenes	Short video with audio commentary showing up a single showtime is prepared	Video	#AMCTheatres #BTS #MagicMoments	No
Tues. April 7	Instagram	12pm	Private Theatre	Single photo of empty theatre to promote private rentals	Photo	#AMCTheatres	Yes, https://www.amctheatres.com/rentals

Tues. April 7	X	3pm	Private Theatre	Did you know style tweet to promote private rentals	No	No	Yes, https://www.amctheatres.com/rentals
Wed. April 8	Instagram	11am	Moviegoing experience	POV reel showing friends arriving at AMC, getting popcorn, and walking into the theatre before a movie begins.	Video	#AMCTheatres #WeMakeMoviesBetter #POV	No
Wed. April 8	X	11am	Moviegoing experience	POV photos showing moviegoing experience	Photo	#AMCTheatres #WeMakeMoviesBetter #POV	No
Wed. April 8	X	2pm	Concession promotion	Poll asking followers what the best movie candy is	No	No	No
Thurs. April 9	Instagram	2pm	AMC 21+ promo	AMC Bartender does a Q&A while preparing Macguffins Bar drinks	Video	#AMCTheatres #Macguffins	Yes, https://www.amctheatres.com/food-and-drink/macguffins
Thurs. April 9	X	3pm	AMC 21+ promo	Single photo of friend group (21-25 age, M+F), holding different Macguffin drinks	Photo	#AMCTheatres #Macguffins	Yes, https://www.amctheatres.com/food-and-drink/macguffins

Fri. April 10	X	11am	Movie Anniversary	Tweet showing shot from movie which premiered BLANK years ago today	Photo	#AMCTheatres #MovieTitle #Flashback	No
Fri. April 10	Instagram	2pm	Every movie friend group	Slideshow showing different friends's "roles" at the theater, ask followers to tag their friends in comments	Video	No	No
Fri. April 10	X	3pm	Every movie friend group	Video showing different friends's "roles" at the theater, ask followers to tag their friends via retweet	Video	No	No

Sat. April 11	Instagram	3pm	Guess how much our snack haul was?	UGC content where creators purchase snacks and candy from concessions that totals extremely high price, self-awareness and humor towards high concession prices	Video	#AMCTheatres #SnackHaul #Foodie	No
Sat. April 11	X	3pm	Guess how much our snack haul was?	UGC content where creators purchase snacks and candy from concessions that totals extremely high price, self-awareness and humor towards high concession prices	Video	#AMCTheatres #SnackHaul #Foodie	No

Sun. April 12	Instagram	11am	"There's no place like home"	Reel with classic movie clips (ex. Wizard of Oz) in compilation with clips of modern audiences at AMC Theatres	Video	#AMCTheatres #TheresNoPlaceLikeHome #MovieMagic	No
Sun. April 12	X	12pm	"There's no place like home"	Photos of audiences watching original and revivals of classic movies at AMC Theatres	Photo	#AMCTheatres #TheresNoPlaceLikeHome #MovieMagic	No
Mon. April 13	Instagram	9am	Giveaway announcement	Giveaway to anyone who 1. Follows AMC 2.. Takes a selfie at AMC theatres. 3. Posts it using #SelfieSweepstakes 2026 Winner gets free AMC Stubs for a year.	Photo	#AMCTheatres #SelfieSweepstakes 2026	Yes, amctheatres.com/giveaway-selfiesweepstakes

Mon. April 13	X	9am	Giveaway announcement	Giveaway to anyone who 1. Follows AMC 2.. Takes a selfie at AMC theatres. 3. Posts it using #SelfieSweepstakes 2026 Winner gets free AMC Stubs for a year.	Photo	#AMCTheatres #SelfieSweepstakes 2026	Yes, amctheatres.com/giveaway-selfiesweepstakes
Mon. April 13	X	3pm	Tag Funny tweet	Tag a friend who always cries watching rom-coms	No	No	No
Tues. April 14	Instagram	2pm	Student discount promo	Photo showing students holding university IDs at theatre, pushing student discount.	Photo	#AMCTheatres #StudentDiscount #CollegeSavings	Yes, https://www.amctheatres.com/discounts/participating-theatres .
Tues. April 14	X	2pm	Student discount promo	Link student discount and ask followers to check it out.	No	#AMCTheatres #StudentDiscount #CollegeSavings	Yes, https://www.amctheatres.com/discounts/participating-theatres .
Wed. April 15	X	9am	Movie poll	Poll asking would you rather watch blank or blank?	No	#WouldYouRather	No

Wed. April 15	Instagram	12pm	Movie night aesthetic	Carousel photos of aesthetically pleasing movie going moments	Photo	#AMCTheatres #Aesthetic #MovieMoments	No
Wed. April 15	X	1pm	Movie night aesthetic	Single photo of popcorn and vintage-looking tickets with AMC neon logo glowing in back	Photo	#AMCTheatres #Aesthetic #MovieMoments	No
Thurs. April 16	Instagram	1pm	Weekend Plans	Promotional lineup of movies coming out this weekend, ask followers to tag who they want to see a movie with	Photo	#AMCTheatres #WeekendPlans	Yes, https://www.amctheatres.com/movies
Thurs. April 16	X	3pm	Weekend Plans	Link showtimes and ask followers to retweet their pick	Photo	#AMCTheatres #WeekendPlans	Yes, https://www.amctheatres.com/movies
Fri. April 17	Instagram	9am	Giveaway winners announced	Selfie Sweeptakes winners announced, reel put together of winners sharing reactions to winning	Video	#AMCTheatres #SelfieSweepstakes2026	Yes, amctheatres.com/giveaway-selfiesweepstakes

Fri. April 17	X	9am	Giveaway winners announced	Single graphic edit of winners faces with winning reaction	Photo	#AMCTheatres #SelfieSweepstakes 2026	Yes, amctheatres.com/giveaway-selfiesweepstakes
Fri. April 17	X	2pm	Best sequel	Tweet asking followers to comment best movie sequel	No	No	No
Sat. April 18	Instagram	1pm	Mobile order ahead	Single photo of couple (young to mid 20s) placing mobile concession order, smiling	Photo	No	Yes, https://www.amctheatres.com/food-and-drink/order-ahead
Sat. April 18	X	2pm	Mobile order ahead	Remind customers they can order ahead online	No	No	Yes, https://www.amctheatres.com/food-and-drink/order-ahead
Sun. April 19	Instagram	11am	Stubs experience	POV style video showing differences between regular vs stubs moviegoing experiences	Video	#AMCTheatres #AMCStubs	Yes, https://www.amctheatres.com/amcstubs
Sun. April 19	X	1pm	Stubs experience	List benefits of AMC stubs subscription	No	#AMCTheatres #AMCStubs	Yes, https://www.amctheatres.com/amcstubs

Mon. April 20	Instagram	12pm	Day vs night at AMC	Reel showing difference between AMC during the day vs at night	Video	#AMCTheatres #DayandNight	No
Mon. April 20	X	1pm	Day vs night at AMC	Poll asking users the best time to go to the movies	No	#AMCTheatres #DayandNight	No
Tues. April 21	X	11am	Movie lovers	Tag your cinephile friend	No	No	No
Tues. April 21	Instagram	2pm	Staff Appreciation	Reel showing Q&A of different staff across the U.S.	Video	#AMCTheatres #WeMakeMoviesBetter	No
Tues. April 21	X	3pm	Staff Appreciation	Single photo of staff worker smiling at concession stand, service experience	Photo	#AMCTheatres #WeMakeMoviesBetter	No
Wed. April 22	Instagram	11am	Menu promotion	Slideshow of different menu items. Either close-ups or people eating.	Photo	#AMCTheatres	Yes, https://www.amctheatres.com/food-and-drink/dine-in/explore-menu

Wed. April 22	X	11am	Menu promotion	GIF showing birds-eye view of different menu items	No (GIF)	#AMCTheatres	Yes, https://www.amctheatres.com/food-and-drink/dine-in/explore-menu
Thurs. April 23	X	11am	Throwback Thursday	Scrapbook graphic of old AMC theatres + customers	Photo	#AMCTheatres #ThrowbackThursday	No
Thurs. April 23	Instagram	12pm	Throwback Thursday	Slideshow of old AMC theatres + customers	Photo	#AMCTheatres #ThrowbackThursday	No
Thurs. April 23	X	4pm	Guess the movie	Single frame of movie posted, ask followers to comment the film	Photo	#AMCTheatres #GuessTheMovie	No
Fri. April 24	Instagram	2pm	Day in the life of an AMC employee	POV video showing an AMC worker going about their shift at AMC. Features other workers and customers.	Video	#AMCTheatres #DayInMyLife	No

Fri. April 24	X	2pm, 5pm, 10pm	Day in the life of an AMC employee	Live tweeting of AMC worker's selfies throughout their shift (making popcorn, handing out tickets, putting up posters)	Photo	#AMCTheatres #DayInMyLife	No
Sat. April 25	Instagram	3pm	Date night	Slideshow of different couples having date nights at AMC	Photo	#AMCTheatres #DateNight #Romantic #CoupleGoals	No
Sat. April 25	X	4pm	Date night	Single photo of couple holding hands in AMC theatre	Photo	#AMCTheatres #DateNight #Romantic #CoupleGoals	No
Sun. April 26	X	2pm	Concession snack photos	Single photo showing close up concession snacks together	Photo	No	No
Sun. April 26	Instagram	3pm	Concession snacks	Reel showing close-up shots of popular concession snacks	Video	No	No

Mon. April 27	Instagram	11am	Monday mystery movie	Single graphic showing question mark, promoting Monday mystery movies	Photo	#AMCTheatres #MondayMystery	Yes, https://www.amctheatres.com/movies/register-monday-mystery-movie-71338
Mon. April 27	X	12pm	Monday mystery movie	Single graphic showing question mark, promoting Monday mystery movies	Photo	#AMCTheatres #MondayMystery	Yes, https://www.amctheatres.com/movies/register-monday-mystery-movie-71338
Mon. April 27	X	3pm	Underrated snack combos	Poll asking underrated movie snack combos	No	No	No
Tues. April 28	Instagram	1pm	Movie reactions	Reel of audiences walking out of recent movies, ask followers to comment their movie reactions	Video	#AMCTheatres #MovieReaction	No
Tues. April 28	X	2pm	Movie reactions	Ask followers to retweet with their best movie reactions	No	#AMCTheatres #MovieReaction	No

Wed. April 29	Instagram	10am	Day at the movies pt. 1	UGC Content Creator posts selfie at AMC theater, following trend to spend entire day watching movies at AMC (collab post)	Photo	#AMCTheatres #DayAtTheMovies	No
Wed. April 29	X	10am, 1pm, 4pm, 7pm, 9pm, 12am	Day at the movies pt. 1	UGC Creator posts live tweets throughout moviegoing experience (copost)	No	#AMCTheatres #DayAtTheMovies	No
Thurs. April 30	Instagram	10am	Day at the movies pt. 2	Recap reel of past day (collab post)	Video	#AMCTheatres #DayAtTheMovies	
Thurs. April 30	X	10am	Day at the movies pt. 2	Recap reel of past day (copost)	Video	#AMCTheatres #DayAtTheMovies	No

Instagram

Giveaway announcement

Are you ready for your close up? 📸 Our 2026 Selfie Sweepstakes is here!

We are giving away a YEAR of AMC Stubs to 3 lucky winners. 🎟️ ✨

Here's how to enter:

- 1 Follow @amctheatres
- 2 Post a selfie at one of our theatres with the hashtag #SelfieSweepstakes2026
- 3 Check your DMs for next steps

Entries are open now and will be accepted until April 15th @ 11:59pm.

For more information, visit amctheatres.com/giveaway-selfiesweepstakes .

Movie night aesthetic

Want to romanticize your life? ❤️

Come have a movie night with us and make this your camera roll.

#AMCTheatres #Aesthetic #MovieMoments

Twitter

Concession snack photos

We come to this place for magic...and for the food. 🍿

Can you spot your favorite concession snack? Let us know in the comments.

Weekend Plans

The weekend lineup is here. 🍿 Check them out at <https://www.amctheatres.com/movies> .

With so many options, retweet what you're seeing first.

#AMCTheatres #WeekendPlans

- Briefly recap your intended audience, why you chose the two platforms and what your intended goal was for this social media communication.

The audience I want to engage with is Gen Z (13-28), has a busy lifestyle, frequently uses social media, lives in suburban or urban areas, and seeks activities to do when hanging out with friends. Going to the movie theatre is a tradition that has seen a decline in popularity, especially among younger audiences who prefer streaming. Engaging with this audience is crucial to maintain a positive relationship and gain more moviegoers. Originally, I chose TikTok and Instagram as my selected platforms, but I decided while doing this project to switch TikTok to X. TikTok and Instagram function and engage very similarly since Instagram Reels have gained popularity. I wanted to challenge myself with this assignment and choose platforms that had clear differences in how they functioned and garnered engagement. The goal is to engage and motivate this audience to view moviegoing as an accessible and unique experience.

- Why did you recommend the number of times a day/week to post?

I decided AMC should post on Instagram and X daily. However, every other day, AMC posts on X twice a day. I based this from how many major companies post and how frequently Gen Z users check their social media feeds. The schedule balanced frequent posting that consumers expect but not too much where information overload may occur.

- How do you think your plan and your posts encouraged two-way communication, engagement and relationship-building with your intended audience?

I made content that would be relevant to this target audience, such as POV videos, UGC content, day in my life, etc. I also asked followers to comment, retweet, and even post selfies to encourage engagement. I also created many experiential posts that could create questions and interest among the audience, increasing engagement, and also have the audience have a better understanding of the “AMC experience”, increasing relationship-building.

- What is one thing that surprised you about either the social media content calendar or writing the social media posts?

When I checked the real AMC social media accounts, it only posted about the movies it was showing. There was no content about the theatres itself. At first, I considered following in that

direction but realized posting about the theatres itself would help consumers build a stronger association and relationship with the brand, an opportunity that AMC may not be fully considering.

- What is one thing you learned about social media from completing this assignment?

I learned that content must be strategic. There were many times where I considered a post idea, but it was either too similar to another post or did not serve any purpose. Even content that may seem random likely has an end goal in mind that social media users do not realize.