Rhode 'rhode trip' — September 2026 Social Media Content Calendar

Platforms: Instagram, X (Twitter), Facebook | Posting times in ET

Date	Day	Platform	Content Pillar	Post Type / Format	Visual Content Description	Caption	Posting Time (ET)
Week 1: Countdown to Launch							
9/1/26	Tuesday	Instagram	Launch Countdown	Carousel	Glazing Milk sitting on a café table in Paris next to a croissant and coffee, with morning light	soon 🥐	12:00 PM
9/1/26	Tuesday	Twitter	Community Engagement	Poll/Question	Simple text poll, no graphic	which city first 👀	8:30 AM
9/1/26	Tuesday	Facebook	Product Education	Text + Graphic	Close-up of Glazing Milk texture swatch, minimal text	one really good milk	1:00 PM
9/3/26	Thursday	Instagram	Get Ready With Me	Reel	GRWM using Rhode products, natural light, ends on product resting on a windowsill overlooking a European street	getting ready for somewhere new 🪽	7:00 PM
9/3/26	Thursday	Twitter	Product Education	Text + Graphic	Simple product breakdown, bullet format, no photo needed	glazing milk to nourish your skin barrier	6:00 PM
9/3/26	Thursday	Facebook	Launch Countdown	Text + Graphic	Rhode product resting on a pool ledge or balcony railing, minimal styling	12 days 🤎	1:00 PM
9/5/26	Saturday	Instagram	Product Education	Carousel	Product shot styled with an espresso and pastry, "morning minutes with rhode" text overlay on first slide	morning minutes with rhode	12:00 PM
9/5/26	Saturday	Twitter	Launch Countdown	Text + Graphic	Minimal countdown graphic, numbers only	10 days	8:30 AM
9/5/26	Saturday	Facebook	Community Engagement	Text + Graphic	Casual lifestyle photo with product visible in frame	what are you most excited to try 🤍	1:00 PM
Week 2: Rhode Trip Pop-Up Activations							
9/8/26	Tuesday	Instagram	Experiential	Reel	Clips of the Paris pop-up build: oversized rhode logo sculpture, pastel props going up	paris, we're ready for you	7:00 PM
9/8/26	Tuesday	Twitter	Experiential	Thread	Text thread with a short list of upcoming cities, no graphic	the rhode trip. more soon	6:00 PM
9/8/26	Tuesday	Facebook	UGC	Text + Graphic	Post of a fan's photo holding a rhode cup/product outside the pop-up	the excitement is real 🤍	1:00 PM
9/10/26	Thursday	Instagram	Get Ready with Me	Reel	Hailey Bieber GRWM before heading to the pop-up	getting ready to see you in paris	7:00 PM
9/10/26	Thursday	Twitter	Community Engagement	Poll/Question	Simple poll, no graphic	how was the pop-up 👀	8:30 AM
9/10/26	Thursday	Facebook	UGC	Carousel	Carousel of attendee photos at the branded pop-up set ups	thank you for all who showed up 🤍	1:00 PM
9/12/26	Saturday	Instagram	Experiential	Carousel	Pop-up recap, sculptural branded props, drinks in rhode-branded cups, candid crowd shots	paris trip	12:00 PM
9/12/26	Saturday	Twitter	Influencer Collab	Text + Graphic	Simple graphic with influencers posed with rhode products in europe	rhode family	8:30 AM

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9/12/26	Saturday	Facebook	Get Ready with Me	Reel	Influencer GRWM video, casual filming style	get ready with us for rhode milan	7:00 PM
Week 3: Launch Week							
9/15/26	Tuesday	Instagram	Launch Announcement	Reel	Rhode Product on Sephora shelves and in popular europe places, quick cuts, no voiceover, minimal text	we're finally here	7:00 PM
9/15/26	Tuesday	Twitter	Launch Announcement	Text + Graphic	rhode products in silver dessert cups of tiramisu.	sweet treat for summer	8:30 AM
9/15/26	Tuesday	Facebook	Launch Announcement	Carousel	Product shots styled with European café/travel imagery	find us at sephora europe	1:00 PM
9/17/26	Thursday	Instagram	Experiential	Reel	Berlin pop-up walkthrough, architectural/sculptural shots	berlin 🪽	7:00 PM
9/17/26	Thursday	Twitter	UGC	Text + Graphic	Collage of fans at rhode pop-up enjoying the event	rhode loves you 🥹	8:30 AM
9/17/26	Thursday	Facebook	Influencer Collab	Carousel	Influencer content from Berlin, styled lifestyle shots	berlin your amazing	1:00 PM
9/19/26	Saturday	Instagram	Product Education	Carousel	Glazing Milk texture swatch + simple bullet ingredient list	one really good formula	12:00 PM
9/19/26	Saturday	Twitter	Experiential	Thread	Photo thread from the Berlin pop-up	berlin, thank you 🤎	6:00 PM
9/19/26	Saturday	Facebook	Community Engagement	Text + Graphic	Casual lifestyle photo, simple prompt	how's launch week going for you	1:00 PM
Week 4: Sustain Momentum							
9/22/26	Tuesday	Instagram	Product Education	Carousel	Product laid out with skincare routine styling, minimal text overlay explaining the ingredients of the products	the science, explained	12:00 PM
9/22/26	Tuesday	Twitter	Community Engagement	Text + Graphic	collage of pictures from past rhode pop-ups	favorite rhode moments this month 🤍	8:30 AM
9/22/26	Tuesday	Facebook	Get Ready with me	Reel	Hailey Bieber doing a GRWM in Europe	peaceful mornings	7:00 PM
9/24/26	Thursday	Instagram	Community Engagement	Carousel	Quote-style graphic against a soft brand background	one of everything really good ✨	12:00 PM
9/24/26	Thursday	Twitter	Experiential	Text + Graphic	Simple graphic listing pop-up cities visited so far	paris. berlin. amsterdam. more soon	6:00 PM
9/24/26	Thursday	Facebook	UGC	Text + Graphic	Customer quotes styled simply, no heavy branding	thank you for trusting us 🤎	1:00 PM
9/26/26	Saturday	Instagram	Experiential	Reel	montage of the month's pop-ups	a month in europe	7:00 PM
9/26/26	Saturday	Twitter	Product Education	Thread	Short thread, plain language, no graphic	new here? a quick intro to rhode	6:00 PM
9/26/26	Saturday	Facebook	Product Education	Text + Graphic	Link post to the bylined article written by Hailey Bieber.	hailey wrote something. link in bio	1:00 PM
Week 5: Continued Support							
9/28/26	Monday	Instagram	Community Engagement	Carousel	Carousel of live images taken from rhode in europe	still soaking it in 🤎	7:00 PM

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9/28/26	Monday	Twitter	Community Engagement	Thread	Hailey Bieber in open convertible with life size Rhode products. Looks like she's going on a road trip.	the rhode trip continues	6:00 PM
9/28/26	Monday	Facebook	Community Engagement	Text + Graphic	close up graphic of rhode products with white background.	how's your routine going	1:00 PM
9/30/26	Wednesday	Instagram	Community Appreciation	Carousel	photos of Hailey Bieber in the different Europe locations with rhode products.	to our rhode family in europe 🤍	12:00 PM
9/30/26	Wednesday	Twitter	Community Appreciation	Text + Graphic	collage graphic of rhode product with famous european monuments.	thank you, europe	8:30 AM
9/30/26	Wednesday	Facebook	Community Appreciation	Reel	warm personal video of rhode summer in Europe. Showing all of the pop ups and sweet community memories	this was worth the wait	7:00 PM