

Moment in Matchbook Content Calendar Summer 2024										
Module	Channel	Day	Date	Status	Theme	Visual Type	Visual (Link)	Copy	Hashtags	Tags/Contributors
3	Instagram	Tuesday	7/30/24	Published	Welcome	Single Photo	<a href="https://www.canva.com/design/DAGMSRH0USE/UqNwXtTd2ZOSBPPItcwZaA/edit">https://www.canva.com/design/DAGMSRH0USE/UqNwXtTd2ZOSBPPItcwZaA/edit</a>	Hi there, welcome to Moment in Matchbook! This page aims to educate, entertain, and inspire those interested about the significance of matchbooks as a multi-generational interest. Weekly content will revolve around history, design concepts, nostalgia, the recent resurgence of the collecting hobby, and all the new ways people use matchbooks to craft and create. I encourage you to follow along through this exploration and interact with content you find interesting! Here's to this amazing community!	#matchbooks #phillumeny #community	N/A
3	Instagram	Tuesday	7/30/24	Published	History	Carousel Photos	<a href="https://www.canva.com/design/DAGMT5pna0U/U1WX1WOkHiaUyACahU-iyQ/edit">https://www.canva.com/design/DAGMT5pna0U/U1WX1WOkHiaUyACahU-iyQ/edit</a>	From their 19th century origins to becoming iconic collectibles, explore the evolution of the matchbook	#matchbooks #phillumeny #matchbookhistory	N/A
3	Instagram	Tuesday	7/30/24	Published	Design	Carousel Photos	<a href="https://www.canva.com/design/DAGMTz_JN14/Rd7zK1Zdk9uNCDFe0RaGDw/edit">https://www.canva.com/design/DAGMTz_JN14/Rd7zK1Zdk9uNCDFe0RaGDw/edit</a>	They weren't always the vibrant mini canvases that we see today - see how matchbooks have had the ultimate glow up over the decades!	#matchbooks #phillumeny #matchbookdesign	N/A
3	Pinterest	Tuesday	7/30/24	Published	Welcome	Single Photo	<a href="https://www.canva.com/design/DAGMSRH0USE/UqNwXtTd2ZOSBPPItcwZaA/edit">https://www.canva.com/design/DAGMSRH0USE/UqNwXtTd2ZOSBPPItcwZaA/edit</a>	<i>Title:</i> Welcome to Moment in Matchbook! <i>Description:</i> This page aims to educate, entertain, and inspire those interested about the significance of matchbooks as a multi-generational interest. Weekly content will revolve around history, design concepts, nostalgia, the recent resurgence of the collecting hobby, and all the new ways people use matchbooks to craft and create. Here's to this amazing community!	#matchbooks #phillumeny #community	N/A
3	Pinterest	Tuesday	7/30/24	Published	History	Carousel Photos	<a href="https://www.canva.com/design/DAGMT5pna0U/U1WX1WOkHiaUyACahU-iyQ/edit">https://www.canva.com/design/DAGMT5pna0U/U1WX1WOkHiaUyACahU-iyQ/edit</a>	<i>Title:</i> History of Matchbooks <i>Description:</i> From their 19th century origins to becoming iconic collectibles, explore the evolution of the matchbook	#matchbooks #phillumeny #matchbookhistory	N/A
3	Pinterest	Tuesday	7/30/24	Published	Design	Carousel Photos	<a href="https://www.canva.com/design/DAGMTz_JN14/Rd7zK1Zdk9uNCDFe0RaGDw/edit">https://www.canva.com/design/DAGMTz_JN14/Rd7zK1Zdk9uNCDFe0RaGDw/edit</a>	<i>Title:</i> Evolution of Matchbook Design <i>Description:</i> They weren't always the vibrant mini canvases that we see today - see how matchbooks have had the ultimate glow up over the decades!	#matchbooks #phillumeny #matchbookdesign	N/A
4	Instagram	Wednesday	8/7/24	Published	Design	Carousel Photos	<a href="https://www.canva.com/design/DAGM_ikjLSE/BmBa6ls3trNVG9PDR285A/edit">https://www.canva.com/design/DAGM_ikjLSE/BmBa6ls3trNVG9PDR285A/edit</a>	Matchbooks are the unsung heroes of advertising! With their affordability and uniquely low CPI, they deliver subtle yet timeless branding	#matchbooks #phillumeny #traditionaladvertising #adhistory	N/A
4	Instagram	Wednesday	8/7/24	Published	Other	Carousel Photos	<a href="https://www.canva.com/design/DAGM_ugsTgo/jw0XOxipMjSb1D9cO_oPLQ/edit">https://www.canva.com/design/DAGM_ugsTgo/jw0XOxipMjSb1D9cO_oPLQ/edit</a>	Ready to start your matchbook collection? Check out these 6 tips to get you going!	#matchbooks #phillumeny #matchbookcollecting #vintagefinds	N/A
4	Instagram	Wednesday	8/7/24	Published	History	Carousel Photos	<a href="https://www.canva.com/design/DAGM_qb5KCQ/ttW4IM9XVz5sAtbPBU8W_eQ/edit">https://www.canva.com/design/DAGM_qb5KCQ/ttW4IM9XVz5sAtbPBU8W_eQ/edit</a>	Matchbooks were supposed to die out with the arrival of 20th-century smoking bans. Years later, they found a new spark. Learn how anti-smoking campaigns reshaped the matchbook industry, bringing new life and opportunities for these tiny treasures	#matchbooks #phillumeny #antismoking	N/A
4	Pinterest	Wednesday	8/7/24	Published	Design	Carousel Photos	<a href="https://www.canva.com/design/DAGM_ikjLSE/BmBa6ls3trNVG9PDR285A/edit">https://www.canva.com/design/DAGM_ikjLSE/BmBa6ls3trNVG9PDR285A/edit</a>	<i>Title:</i> The unsung heroes of advertising <i>Description:</i> With their affordability and uniquely low CPI, matchbooks deliver subtle yet timeless branding	#matchbooks #phillumeny #traditionaladvertising #adhistory	N/A
4	Pinterest	Wednesday	8/7/24	Published	Other	Carousel Photos	<a href="https://www.canva.com/design/DAGM_ugsTgo/jw0XOxipMjSb1D9cO_oPLQ/edit">https://www.canva.com/design/DAGM_ugsTgo/jw0XOxipMjSb1D9cO_oPLQ/edit</a>	<i>Title:</i> Ready to start your matchbook collection? <i>Description:</i> Check out these 6 tips to get you going!	#matchbooks #phillumeny #matchbookcollecting #vintagefinds	N/A
4	Pinterest	Wednesday	8/7/24	Published	History	Carousel Photos	<a href="https://www.canva.com/design/DAGM_qb5KCQ/ttW4IM9XVz5sAtbPBU8W_eQ/edit">https://www.canva.com/design/DAGM_qb5KCQ/ttW4IM9XVz5sAtbPBU8W_eQ/edit</a>	<i>Title:</i> Smoking bans: threat or opportunity for the matchbook industry? <i>Description:</i> Matchbooks were supposed to die out with the arrival of 20th-century smoking bans. Years later, they found a new spark. Learn how anti-smoking campaigns reshaped the matchbook industry, bringing new life and opportunities for these tiny treasures	#matchbooks #phillumeny #antismoking	N/A