

## Organic Facebook Content due 10/28

Each team member will make one exceptionally well-crafted and strategic organic Facebook post on behalf of your client.

Each post must:

- be in line with the objectives your instructor has identified for the scope of the class
- be completely different from the ad post you create
- have the text TYPED OUT and the image ON ITS OWN above your mockup (This is VERY IMPORTANT to enable us to edit the volume of content you produce on the tight course timeline.)
- meet the image requirements below
- include a UTM that includes website URL, referral source, campaign medium and campaign name. (Use the [Google Analytics Campaign URL Builder](#)
- ([Links to an external site.](#)) to create a UTM code.)

Alicia Hayden

**Image:**



**Text:** Experience the thrill of flying through the Sonoran Desert with zip lines as far as 1,500 feet! Push your limits by booking your Ecotour today at [ziparizona.com](http://ziparizona.com)!

**UTM:**

[https://www.ziparizona.com/?utm\\_source=facebook&utm\\_medium=social&utm\\_campaign=thrillseeker\\_ecotour](https://www.ziparizona.com/?utm_source=facebook&utm_medium=social&utm_campaign=thrillseeker_ecotour)

**Image License:**

**Image Source:** <https://pixabay.com/photos/zipline-zip-line-ziplining-168019/>

**Image license:** <https://pixabay.com/service/license/>

Cassandra DeNisco

**Image:**



**Text:** Your family vacation is waiting! Find out today how Arizona Zipline Adventures can make your next trip unforgettable. Learn more at [www.ziparizona.com](http://www.ziparizona.com).

**UTM:**

[https://www.ziparizona.com/?utm\\_source=Facebook&utm\\_medium=Facebook%20Post&utm\\_campaign=Family%20Vacation](https://www.ziparizona.com/?utm_source=Facebook&utm_medium=Facebook%20Post&utm_campaign=Family%20Vacation)

**Image License:**

- Image Source: [www.pixabay.com](http://www.pixabay.com)
- Image License: <https://pixabay.com/service/license/>



Text: Want a thrilling, family-friendly, safe adventure this weekend? Arizona Zipline Adventures is the answer! Book your adventure at [www.ziparizona.com](http://www.ziparizona.com).

**Image License:** <https://www.freeimages.com/license>

**Image Source:** <https://www.freeimages.com/photo/zip-line-1563291> by Mike Goodwin

**UTM:** [https://www.ziparizona.com/?utm\\_source=Facebook&utm\\_medium=Facebook&utm\\_campaign=thrilling\\_adventure](https://www.ziparizona.com/?utm_source=Facebook&utm_medium=Facebook&utm_campaign=thrilling_adventure)

Erica Myers



**Text:** Together, we make it happen! Grab your friends and family for an unforgettable adventure! Book your zipline tour together at [www.ziparizona.com](http://www.ziparizona.com)

**UTM:**

[https://www.ziparizona.com?utm\\_source=facebook&utm\\_medium=post&utm\\_campaign=together\\_friendsfamily](https://www.ziparizona.com?utm_source=facebook&utm_medium=post&utm_campaign=together_friendsfamily)

**Image:**

Image Source: <https://pixabay.com/photos/zipline-hawaii-sun-sport-ativity-1270003/>

Image License: <https://pixabay.com/service/license/>

John Alvear



**Text:** Experience the Arizona landscape by soaring high above it! Arizona Zipline Adventures offers a family-friendly experience for all ages. Visit our website at [www.ziparizona.com](http://www.ziparizona.com) to book your next adventure.

**UTM:**

[www.ziparizona.com?utm\\_source=facebook&utm\\_medium=post&utm\\_campaign=arizona\\_zipline](http://www.ziparizona.com?utm_source=facebook&utm_medium=post&utm_campaign=arizona_zipline)

**Image:**

*Image source:* <https://www.pexels.com/photo/road-passing-through-mountain-terrain-3876399/>

Image License:

<https://www.pexels.com/license/>

Mary Gaston



**Text:** If you are looking for the adventure of a lifetime, zip on over to Arizona Zipline Adventures. We soar above the competitors. Take the scenic route to [www.ziparizona.com](http://www.ziparizona.com) and book your flight.

**UTM:**

[https://www.ziparizona.com?utm\\_source=facebook&utm\\_medium=post&utm\\_campaign=take\\_flight](https://www.ziparizona.com?utm_source=facebook&utm_medium=post&utm_campaign=take_flight)

**Image Source:** <https://pixabay.com/photos/zipline-ziplining-trees-sport-4135588/>

**Image License:** <https://pixabay.com/service/license/>