

STORY ARC KEY:		SOCIAL	GLOBAL	POLITICAL	SCI/ECON	Twitter		
Date	Time	Status	Story Arc	Characters	Social Copy	Creative	Tags/Notes	
	TBD		SCI/ECON	89	[PLACEHOLDER for listing day news] Monitor: @Nasdaq @Zegna @pigiparacchi @NYSE @ItalyinNY		Italy team—let us know if there are any other accounts that you want us to monitor.	
					#Italy is simply extraordinary!			
	11:00:00 AM	Posted	SCI/ECON	269	From Los Angeles to New York in the United States and beyond, you can too be extraordinary with us.			
	11:30:00 AM	Posted	SCI/ECON	278	From jumbotrons and taxis to your social media feed.			
					Join #beIT			
					https://madeinitaly.gov.it/en/	BEIT_LA_NY_FINAL		
					[RT: https://twitter.com/Nasdaq/status/1471201827966308356?s=20]			
					Wall Street is Italian today!			
					We celebrate @Zegna for going public on the @NYSE, and @pigiparacchi's Genenta Science which became the first Italian company ever to list on @nasdaq last week. Congratulazioni!			
	12:00:00 PM	Posted	SCI/ECON	56	[Quote RT: https://twitter.com/NYSE/status/1472922273002799105]			
Monday, December 20	1:00:00 PM	Posted	SCI/ECON	370	[RT https://twitter.com/NYSE/status/1472914755446788101]			
					DYK that December 21 is the shortest day of 2021?			
					To celebrate, @icwashington will stream a variety of #Italian short films—including "Being My Mom," a past nominee at @la_Biennale Venice Film Festival for Best Short Film!			
					Dec. 21–31			
					Register https://icwashington.esteri.it/ic_washington/en/gli_eventi/calendario/2021/12/streaming-the-shortest-day_0.html	link auto-populates		
	12:00:00 PM	Posted	SOCIAL	370	Great news! @HandOfGodFilm by Director Paolo Sorrentino is one of 15 films selected for the #Oscars shortlist for International Feature Film! #Italy #TheHandOfGod			
					[Quote RT: https://twitter.com/theacademy/status/1473397947865862145?s=24]			
					A little bit of #Italy in tonight's @PBS special "In Performance at the White House: Spirit of the Season" with @AndreaBocelli, Matteo and Virginia Bocelli performing among other amazing artists! #WhiteHouseConcertPBS			
Tuesday, December 21	TBD—pending Italy team approval	Posted	SOCIAL	270	Tune in at 8 PM on pbs.org/whitehouse			
					White House Christmas concert with Bocelli. Keep an eye on what WH is posting, we could amplify that on all 3 platforms?			
					For #GiornataDelContemporaneo, the Day of Italian Contemporary Art, The New York Italian Cultural Institute unveiled Su per le antiche scale (Up the ancient stairs) by Italian artist Antonio Marras!			
					Check it out before it goes away on Jan. 31. https://icnewyork.esteri.it/ic_newyork/en/gli_eventi/calendario/2021/12/xvii-giornata-del-contemporaneo.html	link auto-populates		
Wednesday, December 22	12:00:00 PM		SOCIAL	365	Through December 31, stream wonderful Italian short films selected by @icwashington!			
					Check out "Maestrale (Mistral)" directed by @PremiDavid-nominated director Nico Bonomolo! Watch this story of a man, a boat and new adventures.			
					https://icwashington.esteri.it/ic_washington/en/gli_eventi/calendario/2021/12/streaming-the-shortest-day_0.html	link auto-populates		
Wednesday, December 22	11:00:00 AM		SOCIAL	352	At our #fulbright75 event, we recognized scholar & @SaveRome CEO @DariusAryaDigs, a @FulbrightIT @FulbrightPrgrm fellow.			
					When COVID-19 halted Italian tourism in March 2020, his videos provided educators and travelers with amazing content on Roman culture & history. So inspiring!	Darius Arya	S-3 team made small edits; we recommend keeping all spaces between words and using other Twitter shorthand (& for "and", w/ for "with", etc.) to stay within the character count. We are always happy to help shorten!	
Thursday, December 23	10:00:00 AM		SOCIAL	280	Merry Christmas Eve			
Friday, December 24	10:00:00 AM		SOCIAL	26		Stockings		

					Buon Natale Merry Christmas from all of us at the Embassy of Italy. This holiday season & through the upcoming year, we wish you, your family, and your loved ones happiness and peace!		
Saturday, December 25	10:00:00 AM	--	SOCIAL	307			
Instagram							
Date	Time	Status	Story Arc	Location	Social Copy	Creative	Tags/Notes
	TBD		SCI/ECON	STORY	[PLACEHOLDER for listing day news] monitor: @Zegnaofficial @NYSE @NASDAQ @ItalyinNY		Italy team— let us know if there are any other accounts that you want us to monitor.
	11:00 AM	Posted	SCI/ECON	FEED	#Italy is simply extraordinary! From Los Angeles to New York in the United States and beyond, you can too be extraordinary with us. From jumbotrons and taxis to your social media feed. Follow the ink in our bio to join #beIT	BEIT_LA_NY_FINAL	@officialbe.it @ittradeagency @italymfa @italyinny @italyinfra
Monday, December 20	11:30 PM	Posted	SCI/ECON	STORY	#BeIT, Italy's new national branding campaign, takes over screens across America! Watch [Insert arrow GIF] [Repost BeIT video post to Story]		@officialbe.it @italymfa
	10:00:00 AM	--	GLOBAL	FEED	When the Longobards, or Lombards, migrated from northern Europe and settled in Italian territory in 568 A.D., they developed a unique culture and architectural style, combining ancient Greek-Roman themes and Christianity with Byzantine-Oriental touches and Germanic northern European details. Their work marked a transition from ancient times to the European Middle Ages and can be seen today in the churches, monasteries and fortresses they created. These "Places of Power" were inscribed together as a @UNESCOWorldHeritage site in 2011! The seven groups of properties included in the World Heritage site span over five different Italian regions throughout the Italian Peninsula: 1. The Gastaldaga area & the "Tempietto Longobardo" along with the Episcopal complex with Palazzo Patriarcale at Cividale del Friuli, Friuli Venezia Giulia; 2. The monumental area with the monastic complex of San Salvatore-Santa Giulia in Brescia, Lombardy; 3. The "castrum" with the Torba Tower and the church of Santa Maria "foris portas" at Castelseprio-Torba, Lombardy; 4. The Basilica of San Salvatore in Spoleto, Umbria; 5. The "Clitunno Tempietto" at Campello del Clitunno, Umbria; 6. The Santa Sofia complex in Benevento, Campania; 7. The Sanctuary of San Michele at Monte Sant'Angelo, Apulia. The beautiful locations and architecture of the properties best represent the amazing artistic, cultural and religious legacy of the Lombards in Italy today. #unescomworldheritage #Italy #UNESCO #Italia #Lombards #placesofpower #explore #like #beautiful #travel #art #wine #likeItaly #ancient #mosaics #Roman #love #ig #spoleto #like #instagood #travel #Brescia #Sanctuary	[PLACEHOLDER for photo selection— S-3/Italy team to discuss in meeting on Tuesday]	S-3 team to adapt for Facebook
	10:00:00 AM		GLOBAL	STORY	[Insert Intro creative] [Insert Quiz Sticker] Where did the Lombards migrate from? Rome Northern Europe (correct) Tuscany	[PLACEHOLDER for photo selection]	
	10:00:00 AM		GLOBAL	STORY	[Insert Quiz Sticker] What is the site famous for? Rich culture Stunning architecture Religious themes All of the above (correct)	[PLACEHOLDER for photo selection]	
	10:00:00 AM		GLOBAL	STORY	[Insert Quiz Sticker] How many regions does this site spread over? 2 5 (correct) 7		

Thursday, December 23	10:00:00 AM		GLOBAL	STORY	[Repost FEED UNESCO to story] Thanks for participating! Tap to learn more about this fabulous @UNESCOWorldHeritage site.		
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Saturday, December 25	10:00:00 AM—pending Italy team creative approval		SOCIAL	FEED	Buon Natale Merry Christmas from all of us at the Embassy of Italy. This holiday season & through the upcoming year, we wish you, your family, and your loved ones happiness and peace!	Emoji Tree	
Facebook							
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	10:00:00 AM	Posted	SOCIAL	FEED	In what has been dubbed "100 Works Return Home," @museitaliani is planning to begin an effort to return works of art to their original homes all across Italy. "This project gives new life to works of art by more or less well-known artists that are not currently visible," said @ministerodellacultura's Dario Franceschini, "and promotes smaller, peripheral and less frequented museums." In mid-December, two of the first works of art were brought to their new homes—two 17th-century landscapes by painter Salvator Rosa to the @museomalera and Federico Bartocci's Madonna and Child with Saints John the Baptist and Francis to @PalazzoDucaleUrbino in Urbino. Learn more about the project https://www.theartnewspaper.com/2021/12/14/returning-home-italy-pulls-100-works-from-the-archives-of-major-museums-and-sends-them-to-regional-ones-where-they-were-once-displayed	link auto-populates	
	12:00:00 PM	Posted	SOCIAL	FEED	Today is the shortest day of the year! To celebrate, @iicwashingtondc is streaming eight fun and quirky short Italian films representing some of the best new talent in Italian cinema. Start your day by streaming "Being My Mom," and follow the autobiographical story of a mother and daughter stranded in the heat of Rome. The film was also a 2020 nominee at the Venice Film Festival for Best Short Film! Available Dec. 21 through Dec. 31 Register https://iicwashington.esteri.it/iic_washington/en/gli_eventi/calendario/2021/12/streaming-the-shortest-day_0.html	link auto-populates	
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	11:00:00 AM		SOCIAL	FEED	Don't forget to stream some of the wonderful Italian short films selected by @iicwashingtondc during your downtime this holiday season! Start off with "Maestrale (Mistral)" directed by @PremiDavidDiDonatello-nominated director Nico Bonomolo! Watch this story of a man, a boat and new adventures. https://iicwashington.esteri.it/iic_washington/en/gli_eventi/calendario/2021/12/streaming-the-shortest-day_0.html	link auto-populates	