

01 Content Strategy

THE DIAMOND

01

Product, celebrity moments, and craftsmanship. The brand account tells the story of the jewel.

THE VISIONARY

02

Chagit's personal account leads with the woman behind the brand. Philanthropy, family, and purpose.

THE EVENTS

03

Every event has pre, live, and post coverage. Built in advance, photos drop in when ready.

THE SEASON

04

June is bridal, Father's Day, and Hamptons season. Content follows the luxury calendar.

@levievdiamonds

Editorial, aspirational, iconic.

112K **372** **1 TO 2X** **7 TO 14X**
FOLLOWERS POSTS DAILY PER WEEK

9AM

Editorial / Product

12PM

Education / BTS

6PM

Celebrity / Press

@chagit_leviev

Personal, philanthropic, visionary.

83.3K **578** **1 TO 2X** **7 TO 14X**
FOLLOWERS POSTS DAILY PER WEEK

9AM

Morning / Personal

12PM

Philanthropy

6PM

Events / Family

02 Community Management

RESPONSE GUIDELINES

- All comments and DMs responded to within 24 hours
- Purchase inquiries are top priority
- Lead every response with empathy and professionalism
- Keep responses warm, gracious, and brief

INQUIRY ROUTING

- Purchase inquiries: direct to DM or 590 Fifth Ave
- Press inquiries: flag to Chagit immediately, do not respond publicly
- Celebrity tags: respond warmly and with genuine appreciation
- Spam and bots: hide or delete immediately

NEGATIVE COMMENTS

- Assess each situation individually
- Hide if necessary, delete only if violating community guidelines
- Always respond with grace and professionalism
- Escalate anything sensitive to Chagit directly

03 Content Pipeline: Plan First. Photo Drops In. Then Publish.

1

Draft

Caption, hashtags, and timing written in full. Photo slot held open.

DRAFT

2

Review

Full calendar shared for approval. Captions and hashtags can be updated at this stage before anything is locked.

PENDING REVIEW

3

Approved

Copy is locked. Post is queued and waiting for the photo.

COPY APPROVED

4

Media Confirmed

Photo uploaded and dropped into its slot. Post is complete.

MEDIA CONFIRMED

5

Publish

Post goes live at the agreed time.

PUBLISHED

04 Media Library: Build the File, Feed the Calendar

LEVIEV Social Media (Google Drive)

- └ 01_Product
- └ 02_Events
- └ 03_Press
- └ 04_Chagit_Personal
- └ 05_Video_Reels
- └ 06_Approved
- └ 07_Archive

PRODUCT & EDITORIAL

- Product shots, all collections
- Lifestyle and detail close-ups
- Campaign imagery and lookbook pages
- Raw stone vs. finished piece comparisons

EVENTS & MOMENTS

- Event photos, uploaded same day
- Chagit and Greg candid moments
- Celebrity placements, clearance noted
- Philanthropy and showroom moments

PRESS & MEDIA

- Red carpet and award show appearances
- Press release and announcement graphics
- Video interviews and panel appearances

05 Scheduling Tools: Approve Once, Publish Seamlessly

Later

BEST FOR INSTAGRAM-FIRST BRANDS

- ✓ Visual grid preview: see the feed before posting
- ✓ Drag-and-drop calendar interface
- ✓ Auto-publish to Instagram & TikTok
- ✓ Link in bio management
- ✓ Team approval workflows
- ✓ Analytics and best time to post

Buffer

CLEAN & SIMPLE

- ✓ Simple queue-based scheduling
- ✓ Multi-account management
- ✓ Clean mobile app for on-the-go approvals
- ✓ Good starting point, low learning curve
- ✓ Affordable entry price point

Sprout Social

ENTERPRISE UPGRADE PATH

- ✓ Built-in approval workflows natively
- ✓ Robust analytics and reporting
- ✓ Social listening tools
- ✓ CRM-style contact management
- ✓ Ideal as the team scales

Meta Business Suite

FREE, DIRECT INTEGRATION

- ✓ Free, zero subscription cost
- ✓ Direct to Instagram and Facebook
- ✓ Scheduling, analytics, inbox
- ✓ Zero-cost starting point

06 Hashtag Bank

BRAND-OWNED — ALWAYS INCLUDE

#LevievDiamonds, #Leviev, #MineToMasterpiece,
#LevievMoment, #LevievJewelry, #ChagitLeviev

HIGH JEWELRY & LUXURY

#HighJewelry, #NaturalDiamonds, #FineJewelry,
#LuxuryJewelry, #DiamondJewelry, #HauteCouture,
#EthicalDiamonds, #BespokeJewelry

BRIDAL & GIFTING (JUNE)

#BridalJewelry, #EngagementRing, #WeddingSeason,
#SomethingDiamonds, #FathersDay, #GiftIdeas,
#LuxuryGifts, #JewelryGift

EVENTS & CELEBRITY

#MetGala, #RedCarpet, #NYFW, #CelebrityStyle,
#Hamptons, #HamptonsLife, #SummerInNYC,
#FifthAvenue

PHILANTHROPY & VALUES

#LevievFoundation, #WomenEmpowerment,
#JewishEducation, #Philanthropy, #WomenInBusiness,
#GivingBack

DISCOVERY & REACH

#Diamonds, #JewelryLovers, #LuxuryLifestyle,
#NewYorkCity, #FashionWeek, #StyleInspo,
#JewelryDesign, #NYC

Post formula: 3 to 4 brand-owned tags, 3 to 4 category tags, 2 to 3 seasonal tags. 8 to 11 total, never more than 15. Reels use fewer. Stories hashtags can be hidden under a sticker.

07 June 2026 Content Calendar

ACCOUNT: ● @levievdiamonds ● @chagit_leviev ● Both / Coordinated ● Event Day

STATUS: ☐ Draft ☐ Copy Approved: awaiting photo ☐ Awaiting Photo: ready to publish ☐ Ready to Publish

SUN	MON	TUE	WED	THU	FRI	SAT
	I @LEVIEVDIAMONDS 9AM REEL "From Mine to Masterpiece", an origin story reel. Raw stone to finished jewel. COPY APPROVED #MineToMasterpiece #NaturalDiamonds @CHAGIT_LEVIEV 8AM CAROUSEL Monday energy: Chagit at 5th Ave. "A new week, a new chapter." AWAITING ASSET	2 @LEVIEVDIAMONDS 9AM CAROUSEL, 5 SLIDES "The Bride's Edit": 5 statement bridal pieces. Swipe to explore. COPY APPROVED #BridalJewelry #EngagementRing @CHAGIT_LEVIEV 1PM SINGLE Philanthropy Series 1/4, Women's Empowerment: Chagit on the foundation's mission. COPY APPROVED #WomenEmpowerment #LevievFoundation	3 @LEVIEVDIAMONDS 12PM REEL Natural diamond education: "Why natural diamonds are irreplaceable." COPY APPROVED #NaturalDiamonds #EthicalDiamonds @CHAGIT_LEVIEV 7PM REEL "Day in the life" NYC to showroom. Bespoke client consultation BTS. AWAITING ASSET	4 BOTH ACCOUNTS 9AM SINGLE: COORDINATED Pink diamond ring. Brand: product-forward. Personal: This one stops me every time. COPY APPROVED #LevievDiamonds #HighJewelry @LEVIEVDIAMONDS 6PM REEL: CELEBRITY Celebrity re-share + editorial amplification. #LevievMoment AWAITING ASSET	5 @LEVIEVDIAMONDS 9AM SINGLE Friday statement piece. Yellow diamond necklace. Let the piece speak. COPY APPROVED #YellowDiamond #FineJewelry	6 @LEVIEVDIAMONDS 9AM REEL: TEASER Hamptons Season teaser: "Something extraordinary is coming this summer." COPY APPROVED #Hamptons #HamptonsEvent
7 @CHAGIT_LEVIEV Stories STORIES ONLY Shabbat weekend. Family moment. Authentic, warm, no product. DRAFT						

SUN	MON	TUE	WED	THU	FRI	SAT
8 @CHAGIT_LEVIEV 10AM STORIES Sunday showroom BTS. Authentic, no formal post. DRAFT	9 @LEVIEVDIAMONDS 9AM CAROUSEL Showroom spotlight: 590 Fifth Ave. "Where every visit begins a story." COPY APPROVED #FifthAvenue #BespokeJewelry @CHAGIT_LEVIEV 1PM SINGLE Philanthropy Series 2/4, Jewish Education: \$50M Foundation initiative update. COPY APPROVED #JewishEducation #LevievFoundation	10 @LEVIEVDIAMONDS 12PM REEL Behind the stone: raw diamond to masterpiece. Craftsmanship storytelling. COPY APPROVED #MineToMasterpiece #Craftsmanship @CHAGIT_LEVIEV 7PM CAROUSEL Women in Business: Chagit on a female founders panel. "Building something that lasts." AWAITING ASSET	11 @LEVIEVDIAMONDS 9AM SINGLE Tennis bracelet close-up. "Summer calls for effortless brilliance." COPY APPROVED #TennisBracelet #SummerJewelry @CHAGIT_LEVIEV Stories STORIES Hamptons prep Stories: mood board, pieces being selected for the luncheon. DRAFT	12 BOTH ACCOUNTS 9AM SINGLE: COORDINATED Father's Day early push: "For the man who deserves extraordinary." Brand: gifting. Personal: legacy & the men who built Leviev. COPY APPROVED #FathersDay #LevievDiamonds @LEVIEVDIAMONDS 6PM CAROUSEL: GIFT GUIDE "The Father's Edit": 5 exceptional gifts. Link in bio. COPY APPROVED #FathersDay #GiftIdeas #LuxuryGifts	13 @LEVIEVDIAMONDS 9AM REEL Father's Day campaign reel: luxury gifting, emotional tone. Diamonds across generations. COPY APPROVED	14 @CHAGIT_LEVIEV 10AM CAROUSEL Philanthropy Series 3/4: Crown Heights groundbreaking. "You built a Jewish future." COPY APPROVED #JewishEducation #LevievFoundation
15 @LEVIEVDIAMONDS 9AM SINGLE Back to summer editorial. Emerald-cut solitaire. Clean, luxurious. COPY APPROVED #EmeraldCut #HighJewelry	16 @LEVIEVDIAMONDS 9AM CAROUSEL "Dressed for the Hamptons": summer high jewelry edit. Statement pieces for the season. COPY APPROVED #Hamptons #SummerJewelry @CHAGIT_LEVIEV 7PM REEL Hamptons countdown begins. "The Hamptons hold something special for us every year." COPY APPROVED #Hamptons #HamptonsEvent	17 @LEVIEVDIAMONDS 12PM REEL: CELEBRITY Celebrity moment amplification. Recent press re-shared with original commentary. AWAITING ASSET #LevievMoment #CelebrityStyle @CHAGIT_LEVIEV 1PM SINGLE Philanthropy Series 4/4: "Building a legacy one initiative at a time." COPY APPROVED #LevievFoundation #Philanthropy	18 @LEVIEVDIAMONDS 9AM SINGLE "Behind the jewel": raw vs. polished. "This is where a masterpiece begins." COPY APPROVED #MineToMasterpiece #EthicalDiamonds BOTH ACCOUNTS Stories STORIES COUNTDOWN Father's Day eve countdown + Hamptons tease. Location mood board. DRAFT	19 JUNETEENTH @LEVIEVDIAMONDS 9AM STORIES + POST Father's Day eve: Stories reminders, DM for private appointments. Showroom hours pinned. COPY APPROVED #FathersDay #LevievDiamonds	20 @LEVIEVDIAMONDS 9AM CAROUSEL Summer bridal: "The ceremony calls for Leviev." Three bridal looks with featured pieces. COPY APPROVED #BridalJewelry #WeddingSeason	21 FATHER'S DAY BOTH ACCOUNTS 9AM REEL + SINGLE Brand: craftsmanship legacy reel. Chagit: personal tribute to Greg and the Leviev heritage. AWAITING ASSET #FathersDay #Legacy

SUN	MON	TUE	WED	THU	FRI	SAT
22 @CHAGIT_LEVIEV 10AM REEL Hamptons 5-day countdown. BTS prep reel. "The invitation list is set." COPY APPROVED #HamptonsEvent #Hamptons	23 @LEVIEVDIAMONDS 9AM SINGLE: TEASE Hero piece debuting at the luncheon. Tease only: no full reveal. Build the mystery. COPY APPROVED #HamptonsEvent #LevieDiamonds @CHAGIT_LEVIEV 7PM CAROUSEL Celebrating the guest list. Invitation-only preview: the women attending Hamptons Event. COPY APPROVED	24 @LEVIEVDIAMONDS 12PM REEL: 3-DAY COUNTDOWN "Something extraordinary blooms this weekend in the Hamptons." Short, atmospheric. COPY APPROVED #HamptonsEvent #HamptonsLife @CHAGIT_LEVIEV Stories STORIES Flowers arriving, table being set, final jewelry selections. Intimate, no reveals. AWAITING ASSET	25 BOTH ACCOUNTS 9AM SINGLE: FINAL TEASER Two days away. "Hamptons Event." Just the event name. Just the location. Build the mystery. COPY APPROVED #HamptonsEvent #Hamptons	26 @LEVIEVDIAMONDS 9AM SINGLE: DAY BEFORE The estate. Flowers. A table set for something extraordinary. "Tomorrow." AWAITING ASSET #HamptonsEvent #LevieDiamonds @CHAGIT_LEVIEV Stories EVENING STORIES Final prep. Chagit choosing her look, final jewelry. Authentic, no staging. AWAITING ASSET	27 HAMPTONS EVENT BOTH ACCOUNTS During Event LIVE STORIES Arrivals, jewelry close-ups, candid moments. No full guest photos without clearance. Tasteful and exclusive. DAY OF @LEVIEVDIAMONDS Evening SINGLE: SAME DAY One hero image. The room, the jewelry, the light. "Hamptons Event." Caption pre-approved. Photo drops in. COPY APPROVED, PHOTO PENDING	28 BOTH ACCOUNTS 10AM CAROUSEL: RECAP Event recap. Brand: high jewelry and guests. Personal: Chagit's POV: the people, the mission, the moment. Photos organized overnight. AWAITING ASSET #HamptonsEvent #LevieDiamonds #Hamptons
29 @LEVIEVDIAMONDS 9AM CAROUSEL: FULL RECAP Full event recap gallery. "An afternoon of legacy, light, and diamonds." AWAITING ASSET #HamptonsEvent #Hamptons #HighSociety @CHAGIT_LEVIEV 12PM REEL: PERSONAL Chagit's Hamptons highlight reel. Her words. Her perspective. The guests, the mission. AWAITING ASSET	30 @LEVIEVDIAMONDS 9AM REEL: MONTH CLOSE June highlight reel. Bridal, Father's Day, Hamptons, celebrity. "This is what summer looks like in diamonds." AWAITING ASSET #LevieDiamonds #MineToMasterpiece @CHAGIT_LEVIEV 7PM SINGLE End of June: "June gave us everything. July, we're ready for you." Genuine, warm, Chagit's voice. COPY APPROVED	I @LEVIEVDIAMONDS 9AM SINGLE July opener. Summer editorial. New month, new story. DRAFT	2 @CHAGIT_LEVIEV 8AM REEL Summer in the city. Chagit at the showroom. New month energy. DRAFT	3 @LEVIEVDIAMONDS 12PM CAROUSEL July bridal edit. Summer engagement season continues. DRAFT	4 BOTH ACCOUNTS 9AM SINGLE Fourth of July. Celebrate in diamonds. DRAFT	5 @CHAGIT_LEVIEV 10AM STORIES Summer weekend. Family and rest. DRAFT

08 Approval Protocol & Post-Event Timing

MONTHLY REVIEW PROCESS

- Full calendar drafted by the 20th of the prior month: copy, format, timing, and hashtags all included
- Calendar shared with Chagit & Greg via Google Drive or preferred tool
- One round of edits within 3 business days
- Final approval locks all copy: only photos remain open
- Once approved, copy does not change. Photo drops in, post goes live
- Urgent content routed via text for rapid approval

PHOTO & VIDEO APPROVAL

- All event photos uploaded to shared drive within 24 hours of event
- Photos reviewed before loading into the scheduling tool
- Any photo featuring guests requires explicit clearance before use
- Celebrity photos re-shared from their own posts only: credit always tagged
- Chagit reviews all personal account photos before scheduling

CONTENT TYPE	PUBLISH WINDOW	NOTES
Live event Stories	During event, in real time	Chagit approves in person or via text. Stories are ephemeral, lower risk.
Same-day event post	Evening of event, before 10PM	Hero image only. Caption pre-approved. Photo selected and cleared same day.
Full event recap	Next morning, 9–10AM	Photos organized overnight, best images selected, carousel assembled.
Celebrity re-shares	Same day, within 12 hrs	Timeliness matters. Pre-approved caption template ready to deploy immediately.
Philanthropy / foundation news	Coordinated with PR team	Social should never break before the official press release or announcement.