

CATEGORY	PUBLISHED DATE	FACEBOOK COPY	MEDIA (image, link, video)	COMMENTS	PUBLISHED DATE
INSPIRE (1)	Sunday 7/22 4:00 PM	"Making a dent in the universe should be more fun than anything else out there" - Tara Russell, president and founder of Fathom. (Start new paragraph here) Our Fathom travelers make their "dent in the universe" by creating strong connections with the local communities we travel to. Not only do they get to help the local communities but they also get to build lifelong friendships. https://www.fathom.org/explorations/post/reading-change	https://drive.google.com/file/d/17R-E1a6r3hHzx7m3kNicG5KYti4gcIVn/view		Sunday 7/22 2:00 PM
INSPIRE (2)	Pushed to week 7/22	No tortilla tastes better than the one you make yourself! Our travelers got to learn how to make them from scratch from Linda, one of the Cozumel elders we met! Fathom is sailing to Cozumel again on July 28th! Learn more about our upcoming sailings https://www.fathom.org/sailings	https://drive.google.com/file/d/1_5p-vWNIzSYksVx-XqoFjlihiY1f0z0G/view		Pushed to week 7/22
INFORM (1)	Pushed to week 7/22	At Fathom, we are aware of and deeply committed to making and measuring impact to continually ensure we are doing good, and not just "showing up." We work with organizations already in existence such as My Brother's Workshop and the Univeristy of the Virgin Islands. And we come alongside them to work towards goals they have set in place for themselves to ensure that we are contributing to impact that is sustainable for the communities we visit. Visit our sailings page to learn more https://www.fathom.org/sailings	https://drive.google.com/file/d/12q9iM30nT6PKFPehJG4-875d67JIKHaG/view		
INFORM (2)	Tuesday 7/17 4:00 PM	Belize offers many cultural traditions including cuisine. Taste the foods rooted in Mestizo, Maya, Garifuna or even Creole culture. There is so much to discover here! Fathom is headed back to Belize on July 28th! Learn more about the sailing at https://www.fathom.org/explorations/post/20180728	https://drive.google.com/file/d/1RCTMUJ9I7DZjnnnd3de0JhUJgeXZmEQ/view		Pushed to week 7/31
INFORM (3)					
ENGAGE (1)	Thursday 7/19 4:00 P	Have you weighed the options? Have you decided that you want to spend your late November with us in the Eastern Caribbean and Puerto Rico, making a difference? We've made it easy for you! Check out our sailing page for more info! https://www.fathom.org/sailings	https://youtu.be/60iBfslL3Rg		Pushed to week 7/22
ENGAGE (2)	Pushed to week 7/22	Fathom travelers--we want to hear from you! If you've sailed with us, share your favorite memory from your sailing in the comments! If you have yet to sail with us, share your own "impactful" travel moment from your recent journey. We believe everyone should #traveldeep, at home or away.	https://drive.google.com/file/d/1k7KIRvznEJ9o5Vc-gYkeY6Xs5K2GBqm/view		Wednesday 7/18 2:00

CATEGORY	PUBLISHED DATE	FACEBOOK COPY	MEDIA (image, link, video)	COMMENTS	PUBLISHED DATE
RETAIN (1)	Saturday 7/21 4:00 P	Mother and daughter, Deana and Caila, found Fathom when searching for a way to aid communities in need after a natural disaster. Hear their Fathom story https://www.youtube.com/watch?v=q8KG3N-QcSo&feature=youtu.be Subscribe to our Youtube channel to see more stories like this.	https://www.youtube.com/watch?v=q8KG3N-QcSo&feature=youtu.be		Friday 7/20 2:00 PM
RETAIN (2)	Pushed to week 7/22	In 5 minutes, with just 5 questions, you can better understand your life purpose: What are you meant to be. #traveldeep https://tinyurl.com/y7gehw2r	https://drive.google.com/open?id=1-fXFRyvAcCRcEhBs_nq0eTj8pJ_XFKW5		Pushed to week 7/22

CATEGORY	INSTAGRAM COPY	MEDIA (image, link, video)	COMMENTS	PUBLISHED DATE
INSPIRE (1)	Joining some of the locals in brightening Belize. We love leaving our mark on the places we sail! Check out information on our upcoming sailings in our bio! We sail to Belize again on July 28th! #traveldeep #passionpost #impacttravel #traveldeeper #volunteer #passionpassport #traveler #cruise #fathomtravel #travelgoals #carnivalcruise #travelinspo #wandering #wanderlust #caribbean	https://drive.google.com/file/d/15NDQzFPZ2XNVg1MrON9mKi_At2DCV-pp/view		Pushed to week 7/22
INSPIRE (2)	A Fathom sailing could become a series of first times for you... Including your first time being able to hold one of these little guys, like one of our travelers did in Roatan! #traveldeep #passionpost #impacttravel #traveldeeper #volunteer #passionpassport #traveler #cruise #fathomtravel #travelgoals #princesscruises #travelinspo #wandering #wanderlust #caribbean	https://drive.google.com/file/d/1ZU04Wkct-5YKcWAK9xc03TyMU8cTqsA/view	What IS the "little guy" - instead say "one of these little _____." What organization allowed us to participate in this? @ Mention them if you can. + (hashtags + call to action)	Pushed to week 7/22
INFORM (1)	We set sail for the Caribbean on August 18th! We will be going to Grand Cayman, Roatan, Belize City and Cozumel. Join us as we build a re-purposed tire playground, make eco-bricks for a fence, reforest mangrove trees and so much more! Check out the link in our bio for more info! #traveldeep #passionpost #impacttravel #traveldeeper #volunteer #passionpassport #traveler #cruise #fathomtravel #travelgoals #travelinspo #wandering #wanderlust #caribbean #princesscruises #grandcayman #roatan #honduras #belizecity #belize #cozumel #mexico	https://drive.google.com/file/d/1rSz8XHAsRyQ92-yp73zHmPXrnDsGER/view		Tuesday 7/17 1:00 PM
INFORM (2)	Belize cuisine is rooted in Mestizo, Maya, Garifuna and even Creole traditions. Come learn even more yourself during July 28th sailing, such as how to utilize the native cohune oil made from the seeds of a cohune palm! #caribbean #cruise #volunteer #princesscruises #puertoplata #travelinspo	https://drive.google.com/file/d/1v00AKG5DcVSZ4A1ArBGI0kuPqQXtUrv6/view		Friday 7/20 10:30 AM
INFORM (3)				Pushed to week 7/22
ENGAGE (1)	This is Kim, an incredibly powerful woman. "This trip has shown me that me as an individual, I have a whole lot more power than I thought I had." Watch Kim's full interview about her Fathom experience and how traveling with Fathom inspired her to make a difference in her own community back home. Link is in the bio! #traveldeep #passionpost #impacttravel #traveldeeper #volunteer #passionpassport #traveler #cruise #fathomtravel #travelgoals #princesscruises #travelinspo #wandering #wanderlust #caribbean	https://drive.google.com/file/d/1w1CS_IrUS9ZKcdYA3fn7PYpkbIVTfFq/view		Wednesday 7/18 10:30 AM
ENGAGE (2)	Fathom travelers have produced more than 1,546 new water filters, benefitting more than 7,000 people in the Caribbean. Where are some places you would be interested in traveling and making an impact someday? Leave us a comment about what's on your #impacttravel bucket list. #traveldeep #passionpost #impacttravel #traveldeeper #volunteer #passionpassport #traveler #cruise #fathomtravel #travelgoals #princesscruises #travelinspo #wandering #wanderlust #caribbean	https://drive.google.com/file/d/1uxabyxikw8crt3tqXldscOySKpMv8r/view		Pushed to week 7/22

CATEGORY	INSTAGRAM COPY	MEDIA (image, link, video)	COMMENTS	PUBLISHED DATE
RETAIN (1)	Impact travel can transform the way we explore and connect with one another. See the link in our bio to see how! (LINK IN BIO https://tinyurl.com/ycnjmxu9)	https://drive.google.com/open?id=10ePhtzTBF8Ba3C1ysaodVOXS74D6_F8S		Thursday 7/19 10:30
RETAIN (2)	Have you taken a few minutes to give back while on your summer adventure? Maybe you collected a bag of trash at a lake or donated some of your clothes to a charity? We'd love to see how! Tag us @fathomtravel and use the hashtag #traveldeep #traveldeep #passionpost #impacttravel #traveldeeper #volunteer #passionpassport #traveler #cruise #fathomtravel #travelgoals #princessescruises #travelinspo #wandering #wanderlust #caribbean	https://drive.google.com/open?id=1X-4T-4C4Tloil22NoCQPv2M5iw01nHu-		Pushed to week 7/22

CATEGORY	TWITTER COPY	MEDIA (image, link, video)	COMMENTS
INSPIRE (1)	On the fourth of July in Belize, our travelers planted 50 fruit trees! Many small tasks add up to make a big difference! Join us on July 28th and August 18th with @PrincessCruises #traveldeep #ImpactTravel #fathomtravel	https://drive.google.com/file/d/1wVUoeZhdIWA2VgSVDWbu3C-hD9Hr0o/view	
INSPIRE (2)	We love seeing people try #impacttravel, especially when they realize how good it makes them feel! Join us on July 28th and August 18th with @PrincessCruises #traveldeep	https://drive.google.com/file/d/1ju7UDYZL8xlycrfRzrSAc9kHF5B3QibE/view	
INFORM (1)	In several upcoming ports, we'll focus on coming alongside locals to help rebuild destroyed areas affected by the 2017 hurricane season. Check out our sailings page for our downloadable brochure and a great video about our #impacttravel adventures if you want to learn more!	https://www.fathom.org/storage/app/media/Media/fathom-brochure-2018-online.pdf	
INFORM (2)	Unsure if the cruise is doable for you? The majority of our activities are a moderate activity level, and we almost always find a job for anybody. We just need your help! Get more details on our FAQ page: https://www.fathom.org/explorations/post/faq #caribbean #cruise #volunteer	https://drive.google.com/file/d/1whJnZy_wJnhojN5M4AXl-wmleK9erX8M/view	
INFORM (3)	Have questions about a day in the life of a Fathom traveler? Well, it just depends on the day! We've posted our daily activities for our July 28th sailing to give you a good idea of how things roll https://www.fathom.org/explorations/post/20180728 #traveldeep	https://www.fathom.org/storage/app/media/Media/fathom-brochure-2018-online.pdf	
ENGAGE (1)	In May, our Fathom travelers helped @UVI.edu construct 2 coral trees at the university's Marine Studies Center to help rehabilitate the coral reef and facilitate new, healthy coral growth. #traveldeep #healthyoceans #coralreef #caribbeanreef	https://drive.google.com/file/d/1cbmDFCGDAjswEK2sQx6pDiqQ9u8il-0J/view	
ENGAGE (2)	Fathom travelers have produced more than 1,546 new water filters, benefitting more than 7,000 people in the Caribbean. Where are some places you would be interested in traveling and making an impact someday? Tweet us about what's on your #impacttravel bucket list. #traveldeep #passionpost #impacttravel #traveldeeper #volunteer #passionpassport #traveler #cruise #fathomtravel #travelgoals #princesscruises #travelinspo #wandering #wanderlust #caribbean	https://drive.google.com/file/d/1uxabyxiiKw8c7rt3tqXldscQySKpMv8r/view	

CATEGORY	TWITTER COPY	MEDIA (image, link, video)	COMMENTS
RETAIN (1)	<p>When you cruise with Fathom on @PrincessCruises, the true goal is a complete transformation of the way human beings explore and connect with one another.</p> <p>#traveldeep https://tinyurl.com/ycnjmxu9 #traveldeep #traveldeeper #traveler #fathomtravel</p>	<p>https://drive.google.com/open?id=10ePbtzTBf8Ba3C1ysaodVOXS74D6_F8S</p>	
RETAIN (2)	<p>It's summer challenge time! Snap a pic of how you give back while traveling and tweet us @fathomtravel</p> <p>#traveldeep #volunteer #impacttravel #traveler #cruise #travelgoals #fathomtravel #ttot #travelblogger</p>	<p>https://drive.google.com/open?id=1EW5um009kdceR1k8unaxGC-li4tatp4a</p>	

CATEGORY	PUBLISHED DATE	FACEBOOK COPY	MEDIA (image, link, video)	COMMENTS	PUBLISHED DATE
INSPIRE (1)	Sunday 7/29 @ 4:00pm	No tortilla tastes better than the one you make yourself! Our travelers got to learn how to make them from scratch with Linda, one of the Cozumel elders we met! Fathom is sailing to Cozumel again on July 28! It's probably too soon to jump on this boat, but you can learn more about our upcoming sailings so you don't miss the next journey! https://www.fathom.org/sailings	https://drive.google.com/file/d/1TXNt38SbFZCSJQoylnav7yW78yYuiZQY/view	From week 7/15	Sunday 7/29 @ 2:00pm
INSPIRE (2)	Pushed to week 8/5	What does it look like when you travel deep? Check out this video by @PrincessCruises of our day in Belize as we assist in improving the @CommunityBaboonSanctuary by planting new trees for the baboons, painting and beautifying the area and learning so much about the animals along the way! Learn more about the sanctuary and its work https://www.fathom.org/explorations/post/baboon	https://drive.google.com/file/d/1T02LxogjXGR57Hbx28hLiHF5CBsxHR/view	Make sure when you schedule this that the @mention comes through correctly for both. I am not sure how Nuvi works in that regard. -- Usually I will have to go in and manually tag the account instead of using an @ (Chelsea Journee)	Pushed to week 8/5
INFORM (1)	Tuesday 7/24 @ 4:00pm	When we are at sea, there are plenty of opportunities for relaxation AND connection. Like meals: Come join us at our reserved table, and then enjoy an evening of excellent entertainment. It's vacation! We want to create freedom for you to sit with your family or join our group, but also the opportunity to spread out and meet other travelers as well! Learn more at https://www.fathom.org/explorations/post/faq	https://www.fathom.org/explorations/post/faq		Pushed to week 8/5
INFORM (2)	Pushed to week 8/5	Soak in the last moments of summer! Join us on our August 28 sailing! We're cruising the eastern Caribbean where you can relax on the beautiful beaches of Princess Cays, help restore coral reefs in St. Thomas, and connect with locals through art programs in St. Maarten. https://www.fathom.org/explorations/post/20180818	https://drive.google.com/file/d/1TSdHfYDq659HAzvXN3STVr0H4tm28nRK/view		Pushed to week 8/5
INFORM (3)					
ENGAGE (1)	Thursday 7/26 @ 4:00pm	Fathom travelers--we want to hear from you! If you've sailed with us, share your favorite memory from your sailing in the comments below! If you haven't sailed with us yet, share your own impactful travel moment from a recent journey. We believe everyone should #traveldeep, at home or away!	https://drive.google.com/file/d/1k7KIRvnzEJ9e5Vc-giYkeY6Xs5K2GBqm/view		Wednesday 7/25 @ 2:00pm
ENGAGE (2)	Pushed to week 8/5	What are some ways you would be interested in helping make an impact? Building or painting? Planting or cleaning? Talking or reading? Join us as we make an impact. Check out this video about Deana and Caila's journey https://youtu.be/q8KG3N-QcSo	https://drive.google.com/file/d/1UdntfDiU6SHUQ2DjzgiE60q5rJxGYqrt/view		Pushed to week 8/5

CATEGORY	PUBLISHED DATE	FACEBOOK COPY	MEDIA (image, link, video)	COMMENTS	PUBLISHED DATE
RETAIN (1)	Saturday 7/28 @ 4:00pm	In 5 minutes, with just 5 questions, you can better understand your life purpose: What are you meant to do? #traveldeep https://tinyurl.com/y7gehw2r	https://drive.google.com/open?id=1-fXfRyvAcCRcReEhBs_nq0eTj8pJ_XFKW5		Friday 7/27 @ 2:00pm
RETAIN (2)	Pushed to week 8/5	It is amazing what can be accomplished when like-minded people come together to work towards a common goal. Learn how the best organizers in the world bring strangers together to maximize impact through powerful team building. https://www.fathom.org/explorations/post/teams #traveldeep	https://drive.google.com/open?id=1Bt0ctY9bvlFNAS_WG0p-dYAKC90NS24q		Pushed to week 8/5

CATEGORY	INSTAGRAM COPY	MEDIA (image, link, video)	COMMENTS	PUBLISHED DATE
INSPIRE (1)	A Fathom sailing could become a series of first times for you... maybe your first time holding one of these tiny crabs, like one of our travelers did in Roatan! #traveldeep #passionpost #impacttravel #traveldeeper #volunteer #passionpassport #traveler #cruise #fathomtravel #travelgoals #princesscruises #travelinspo #wandering #wanderlust #caribbean	https://drive.google.com/file/d/1ZU04WvkcT-5YKcWAK9xc03TvmU8c7qsA/view		Monday 7/23 @ 4:30pm
INSPIRE (2)	In June, our Fathom travelers collected 22 bags of trash, separated the items, and recycled what we could in one afternoon in Roatan so the community could make space for a volleyball court. Even our small projects can help lead to tremendous impact in the communities we travel to. #traveldeep #impacttravel #traveldeeper #volunteer #traveler #cruise #travelgoals #princesscruises #caribbean #travelinspo #passionpost	https://drive.google.com/file/d/1QomRXzh9j1UEkrTR171vD83qFP4xGcIS/view		Pushed to week 8/5
INFORM (1)	When we are at sea, there are plenty of opportunities for relaxation AND connection. Like meals: Come join us at our reserved table, and then enjoy an evening of excellent entertainment. It's vacation! We want to create freedom for you to sit with your family or join our group, but also the opportunity to spread out and meet other travelers as well! #traveldeep #impacttravel #traveldeeper #volunteer #traveler #cruise #princesscruise #travelgoals #caribbean #travelinspo	https://drive.google.com/file/d/1G7U0iDjykkJ1sYxstnWoZGWFmHxuwB6/view		Tuesday 7/24 @ 10:30am
INFORM (2)	Soak in the last moments of summer! Join us on our August 28 sailing! We're cruising the eastern Caribbean where you can relax on the beautiful beaches of Princess Cays, help restore coral reefs in St. Thomas, and connect with locals through art programs in St. Maarten. #traveldeep #impacttravel #traveldeeper #volunteer #traveler #cruise #princesscruise #travelgoals #caribbean #travelinspo	https://drive.google.com/file/d/1BpM1B9a-ucuxH6rOZqmF1IHn7H1vh-B/view		Friday 7/27 @ 10:30am
INFORM (3)				Pushed to week 8/5
ENGAGE (1)	Thinking about sailing with us in 2019? We are currently finalizing dates and destinations. Sign up for our newsletter and you'll be the first to know when we set sail; find a helpful link to this on our website! #traveldeep #passionpost #impacttravel #traveldeeper #volunteer #passionpassport	https://drive.google.com/open?id=1GLM2MPdpcaN_OFUICDXiovpDaIVKgzf		Wednesday 7/25 @ 10:30am
ENGAGE (2)	This is Kim. She is a strong, powerful woman. "This trip has shown me that me as an individual, I have a whole lot more power than I thought I had." Watch the full interview about Kim's Fathom experience on our explorations blog and see how traveling with us inspired her to make a difference in her own community back home. #traveldeep #passionpost #impacttravel #traveldeeper #volunteer #passionpassport #traveler #cruise #fathomtravel #travelgoals #princesscruises #travelinspo #wandering #wanderlust #caribbean	https://drive.google.com/file/d/1wJCS_lrUS9ZKcdYA3fFNZPYpkbIVTffq/view	From week 7/15	Pushed to week 8/5

CATEGORY	INSTAGRAM COPY	MEDIA (image, link, video)	COMMENTS	PUBLISHED DATE
RETAIN (1)	<p>Have you taken a few minutes to give back while on your summer adventure? Maybe you collected a bag of trash at a lake or donated some of your clothes to a charity? We'd love to see how! Tag us @fathomtravel and use the hashtag #traveldeep so we can share your story. #passionpost #impacttravel #traveldeeper #volunteer #passionpassport #traveler #cruise #fathomtravel #travelgoals #princessescruises #travelinspo #wandering #wanderlust #caribbean</p>	<p>https://drive.google.com/open?id=1X-4T-4C4Tloj22NoCOPV2M5jW01nHu-</p>		Thursday 7/26 @ 10:30am
RETAIN (2)	<p>Do you ever wonder how much you could help someone in only one hour? Nikki, one of our travelers bonded with students at a school in the Dominican Republic over an English lesson. Every little deed makes a difference! #traveldeep #impacttravel #fathomtravel #volunteer #passionpassport #cruise #traveler #travelgoals #caribbean #princessescruises #travelinspo</p>	<p>https://drive.google.com/open?id=1hGND7adV6Z19Z9L3xYP9N7P_GVCmBRNd</p>		Pushed to week 8/5

CATEGORY	TWITTER COPY	MEDIA (image, link, video)	COMMENTS
INSPIRE (1)	On the Fourth of July in Belize, our travelers planted 50 fruit trees, ensuring future food for black howler monkeys at @CBSBelize. Join us on August 18 with @PrincessCruises as we #traveldeep https://www.fathom.org/explorations/post/20180818 #impacttravel #fathomtravel #princesscruise #caribbean #belize	https://drive.google.com/file/d/1wVUoeZhdWAA2VgSVDWbu3C-hD9Hr0o/view	
INSPIRE (2)	There is a first for everything... first day on the new job, first house, or even first time pouring a cement floor to help a Dominican community! Embrace the firsts and join us on August 18th with @PrincessCruises to have your own experience!	https://drive.google.com/file/d/1ju7UDYZL8xLycrRzrSAC9kHF5B3QibE/view	
INFORM (1)	Do you have any questions about what a day in the life of a Fathom traveler looks like? We've posted our daily activities for our August 18 sailing to give you an idea of what to expect! https://www.fathom.org/explorations/post/20180818 #traveldeep #impacttravel #princesscruise #traveler traveldeeper	https://www.fathom.org/storage/app/media/Media/fathom-brochure-2018-online.pdf	
INFORM (2)	We're cruising the Caribbean August 18! Join us as we relax on the beautiful beaches of Princess Cays, help restore coral reefs in St.Thomas, and connect with locals through art programs in St. Maarten. https://www.fathom.org/explorations/post/20180818	https://drive.google.com/file/d/1TSdflYDq659HAzvxN3STVroH4tmZ8nRK/view	
INFORM (3)	What's it like to cruise with us on @PrincessCruises? Expect everything from meaningful experiences ashore to open mic nights onboard. Learn more: https://www.fathom.org/explorations/post/faq	https://drive.google.com/file/d/1LiHzGLYuADRI6ZvdBPTVq0S92BQsYiv-/view	
ENGAGE (1)	Where are some places you would be interested in traveling and making an impact someday? Tweet us @fathomtravel and let us know #impacttravel bucket list. #traveldeep #passionpassport	https://www.fathom.org/explorations/post/ocean-plastic	
ENGAGE (2)	What are some ways you would be interested in helping make an impact? Building or painting? Planting or cleaning? Talking or reading? Tweet us about what's on your #impacttravel bucket list. #traveldeep	https://drive.google.com/file/d/1uxabyxikw8c7rt3tqXldscDySKpMv8r/view	

CATEGORY	TWITTER COPY	MEDIA (image, link, video)	COMMENTS
RETAIN (1)	<p>It's summer challenge time! Snap a photo of how you connect with cultures and communities while traveling and tweet us @fathomtravel #traveldeep #volunteer #impacttravel #traveler #cruise #travelgoals #fathomtravel #ttot #travelblogger</p>	<p>https://drive.google.com/open?id=1EW5um009kdceR1k8unax6C-li4tatp4a</p>	
RETAIN (2)	<p>This mother-daughter duo helped pour a concrete floor in a home for a local family on their January cruise to the Dominican Republic with @fathomtravel and @Princesscruises It was a trip they will never forget. #traveldeep</p>	<p>https://youtu.be/q8KG3N-QcSo</p>	

CATEGORY	PUBLISHED DATE	FACEBOOK COPY	MEDIA (image, link, video)	COMMENTS	PUBLISHED DATE
INSPIRE (1)		In June, our Fathom travelers collected 22 bags of trash, separated the items, and recycled what we could in one afternoon in Roatan so the community could make space for a volleyball court. Every little deed can make a difference, and this volleyball court will provide joy for years to come!	https://drive.google.com/file/d/1N14ho6xrls-G-A9WBn7ZLnnc23_oeB/view		Sunday 8/5 @ 2:00pm
INSPIRE (2)	Sunday 8/5 @ 4:00pm	This picture encapsulates everything the Fathom experience hopes to be: genuine happiness for the travelers working and the people affected. We strive to be an inspiring source of connection and unity between people from all walks of life. Learn more about our journey https://www.fathom.org/story	https://drive.google.com/file/d/10-ua6gF2hb8TSt6HYSF8arXcN00ILAoD/view		
INFORM (1)		At Fathom, we are aware of and deeply committed to making and measuring impact to continually ensure we are doing good, and not just "showing up." We work with established organizations that have already demonstrated meaningful impact, such as @MyBrothersWorkshop in the U.S. Virgin Islands and the @UniversityoftheVirgin Islands. And we come alongside those organizations and do focused project work toward goals they have set in place. This partnership model ensures that our travelers are contributing to impact that is sustainable for the communities we visit. Sign up for our newsletter so you can read about our inspiring work and be the first to know when we are sailing next! https://www.fathom.org/sign-up	https://drive.google.com/file/d/12q9IM30nIGPKFehJG4-875d67IKHaG/view		Monday 7/30 @ 2pm
INFORM (2)	Tuesday 7/31 @ 4:00pm	Have you booked a Fathom experience? Yay! Now... what to pack? For activities ashore with us, we recommend closed-toe shoes and clothes you don't mind getting dirty. We also recommend sunscreen, insect repellent, a hat, a water bottle and a rain jacket. Additionally, cruises typically have two formal nights onboard so don't forget your favorite dress-up outfits if you plan to participate! The rest is up to you! https://www.fathom.org/explorations/post/faq	https://drive.google.com/file/d/1CUgQEGUmMmYj65mAN-77VCN8ph4gXYTR/view		
INFORM (3)					
ENGAGE (1)	Thursday 8/2 @ 4:00pm	"As adults a lot of us have lost that sense of curiosity, that hungry mind or desire to learn and grow." Gretchen Wustrack, CEO and founder of Curiosity Atlas, believes curiosity is a key component of our lives that keeps life interesting and meaningful. https://www.fathom.org/explorations/post/curiosity-advantage	https://drive.google.com/open?id=1DTLb0fXnYipsF6LnZHEFS5Fb8AOS1Zn9		
ENGAGE (2)		Is a Fathom experience on the agenda for you in 2019? If you want to have an incredibly experience then it should be! We are currently finalizing dates and destinations. Sign up for our newsletter and you'll be the first to know when and where to we'll set sail. https://www.fathom.org/sign-up	https://drive.google.com/open?id=1lxlCqY8MYnPKyZvwUTKGoiMegEF22F		Wednesday 8/1 @ 2:00pm
RETAIN (1)	Saturday 8/4 @ 4:00pm	You may not need another excuse to travel, but we've got one! Did you know that travel boosts your brain, stimulates your senses and strengthens your body? Let Tyler Tervooren's TedTalk give you even more reasons to take that next trip. #traveldeep https://www.fathom.org/explorations/post/healthy-travel	https://drive.google.com/open?id=1DnpHz_aACdvpYQXGI9PI_oU9xddULQQI		

CATEGORY	PUBLISHED DATE	FACEBOOK COPY	MEDIA (image, link, video)	COMMENTS	PUBLISHED DATE
RETAIN (2)		<p>Taking a trip isn't just getting away from home. Travel is about cultural exchange, sustainable efforts and creating meaningful connections-- all of which happen with @fathomtravel.</p> <p>Carnival Corp's CEO, Arnold Donald, is taking the lead and opening minds about what a cruise truly offers. #traveldeep</p> <p>https://www.fathom.org/explorations/post/arnolddonald</p>	<p>https://drive.google.com/open?id=1Uz8kM6IOTGyxkPeTbyE6CRVe2LLAhp6d</p>		Friday 8/3 @ 2pm

CATEGORY	INSTAGRAM COPY	MEDIA (image, link, video)	COMMENTS	PUBLISHED DATE
INSPIRE (1)	During our June sailing, we worked to help improve the Community Baboon Sanctuary in Belize by planting new trees for the baboons and painting and beautifying the area. We're thrilled with the idea of generations of people being able to experience wildlife at its finest. #traveldeep #impacttravel #belize #traveldeeper #passionpassport #caribbean #volunteer #traveler #travelblogger	https://drive.google.com/file/d/1JA14fUyOnGcts4ztNcBtt87-NJa6na76/view	I think we should tag the location "Community Baboon Sanctuary" because they don't have an Instagram (Chelsea Journee)	Monday 7/30 @ 9:45am
INSPIRE (2)	One smile from a young person affected by the Fathom experience makes it all worth it... Check out a few examples of the other impacts that have made all of our previous sailings worth it, and see why we do what we do! #traveldeep #impacttravel #traveldeeper #caribbean #volunteer #fathomtravel #cruise #travelgoals	https://drive.google.com/file/d/16Fjpk5ZSGxBRw700PmZdKo4wHzSqS0/view	I would like to see this photo before this is published. In this context, it's important that the photo isn't patronizing of the local people. Also, avoid cliché language like "passion." Do we have anything else we can use here? This is really uninspiring, unspecific :(// // https://drive.google.com/file/d/16Fjpk5ZSGxBRw700PmZdKo4wHzSqS0/view	
INFORM (1)	Ready to depart? We set sail from Port Everglades in Ft. Lauderdale, Florida on August 18. You will spend your days helping local communities St. Thomas, relaxing at Princess Cays with a beach party and enjoying the view from the deck while we are at sea. Talk about having best of both worlds! #traveldeep #impacttravel #traveldeeper #traveler #caribbean #princesscruise #volunteer #travelblogger #fathomtravel	https://drive.google.com/file/d/1Y5W9Q0judyevPr6_HBBGm1_Ay6sH0wyx/view		Tuesday 7/31 @ 10:30am
INFORM (2)	Would you rather be layering up to fight the cold back home or kicking your shoes off to feel your feet on the sandy beaches of the Caribbean this November? We think we know the answer! If you're someone who plans ahead, start looking into our November 17 sailing! The link is in our bio! (LINK IN BIO https://www.fathom.org/explorations/post/20181117) #traveldeep #impacttravel #traveldeeper #traveler #caribbean #princesscruise #volunteer #travelblogger #fathomtravel	https://drive.google.com/file/d/15n7n4y3fLd2Qeol9nTSwi0yY4fM0azok/view		Friday 8/3 @ 10:30am
INFORM (3)				
ENGAGE (1)	Lucee Santini (@momjunky), a Fathom traveler shared with @huffpost 5 reasons why impact travel changed her life. Lucee talks about an emotional experience she has with a stranger, "we passed buckets of cement to each other for hours and didn't speak, however, we were so affected by what we participated in that we couldn't be silent to each other." Learn more about Lucee's experience with Fathom http://bit.ly/2LmWaBx #impacttravel #traveldeep #fathomtravel #traveldeeper #volunteer #cruise #caribbean #traveler #passionpassport	https://drive.google.com/open?id=110dtV520X1h0VYbc0Lr0HzVagL		Wednesday 8/1 @ 10:30am
ENGAGE (2)	"As adults a lot of us have lost that sense of curiosity, that hungry mind or desire to learn and grow." -Gretchen Wustrack, founder and CEO of Curiosity Atlas, a marketplace for hands-on workshops and experiences shared with Fathom about living curiously. #traveldeep #impacttravel #fathomtravel #cruise #volunteer #travelinspo #travelgoals #traveler	https://drive.google.com/file/d/14BQxSUdVVq1w2CrDyw1RofTutBpo57lI/view		
RETAIN (1)	Show us how you #traveldeep and post about how you gave back on your summer adventures. Tag us @fathomtravel so we can share your story! #impacttravel #fathomtravel #volunteer #travelinspo #caribbean #princesscruises #cruise	https://drive.google.com/drive/folders/1PDkoiU9MsVUFDhVJdwkOV0dTaUfzn		Thursday 8/2 @ 10:30am

CATEGORY	INSTAGRAM COPY	MEDIA (image, link, video)	COMMENTS	PUBLISHED DATE
RETAIN (2)	<p>No matter where you are headed there is always a chance to give back. Strolling on a beach? Pick up trash. Shopping at a market? Bring your own bag. Traveling to a new country? Volunteer and help give back to the community. The little things make a difference! Share how you #traveldeep with @fathomtravel #impacttravel #traveldeeper #passionpassport #traveler #cruise #caribbean #princesscruise #volunteer #travelgoals #ttot #fathomtravel</p>	<p>https://drive.google.com/file/d/0B4TgsLynh5c8YWp1RD14em9GSm8/view</p>		

CATEGORY	TWITTER COPY	MEDIA (image, link, video)	COMMENTS
INSPIRE (1)	(POLL) What in your everyday life INSPIRES you to work?	-Your Family -Personal Goals -Making a difference - Other	
INSPIRE (2)	This picture captures exactly what the Fathom experience hopes to be: genuine happiness for travelers volunteering and the people affected. Check out our brand story to see more about what we strive to be, through unity and connections amongst all people! https://www.fathom.org/story	https://drive.google.com/file/d/10-uaGgF2hb8TSi6HYsF8arXcNO0ILAoD/view	
INFORM (1)	Do you want to make an impact and get some relaxation in? We set sail on August 18. You will spend your days helping a community in St. Thomas AND relaxing at the Princess Cays. The best of both worlds! https://www.fathom.org/explorations/post/20180818 #traveldeep #impacttravel #princesscruise #volunteer	https://drive.google.com/file/d/1ekq_p8LbgrMHcHz9oD1hYzG_jxRIAcy/view	
INFORM (2)	Which would you rather be doing this November? Layering up to fight the cold back home or wiggling your toes in the sandy beaches of the Caribbean? We know the answer! If you're someone who plans ahead, start looking into our November 17 sailing! https://www.fathom.org/explorations/post/20181117	https://drive.google.com/file/d/1waPzKQm8xq18PffWm074aRsgV5enDGa/view	
INFORM (3)	Ever wonder what the deck on one of @PrincessCruise's ships looks like? Here you go! This could be your view. https://www.fathom.org/sailings #traveldeep #impacttravel #fathomtravel #volunteer #princesscruise #caribbean #traveldeeper #traveler #travelinspo #cruise #travelgoals	https://drive.google.com/file/d/1w9pcXfy3QILuXC9Rn_EYu_5XgJcwgQ1d/view	
ENGAGE (1)	Dig a little deeper into the reason why you should travel with a purpose. Check out this video from @TODAYshow about how @fathomtravel allows you to travel with purpose. https://www.today.com/money/voluntourism-allows-people-vacation-purpose-t100681 #traveldeep #impacttravel #fathomtravel	https://drive.google.com/open?id=110dtIV520X1h0VYbc0L4f0HzZVaL-ggl	
ENGAGE (2)	Is a Fathom experience on the horizon for you in 2019? We are currently finalizing dates and destinations. Sign up for our newsletter and you'll be the first to know when and where to we'll set sail. https://www.fathom.org/sign-up	https://drive.google.com/file/d/1NT1ZVzTssuouLKpF9cXr10d9rAIQpSV/view	
RETAIN (1)	We are inspired by @AmyCEdmondson's TEDTalk about bringing strangers together to maximize the impact of teamwork. @fathomtravel #traveldeep #impacttravel #volunteer #traveler https://www.fathom.org/explorations/post/teams	https://drive.google.com/open?id=1b0VillgoE7G7IaL4KEac9FOssEJ6gdl	

CATEGORY	TWITTER COPY	MEDIA (image, link, video)	COMMENTS
RETAIN (2)	What could be better than the news that traveling boosts your brain, stimulates your senses and strengthens your body? Let @typertervooren fill you in, then hurry up and plan your next cruise with @fathomtravel #traveldeep https://www.fathom.org/explorations/post/healthy-travel	https://drive.google.com/open?id=1DnpHz_aACdypYQXG19PL_eU9xddULQOI	

WEEK OF	FACEBOOK	FROM LAST WEEK + / -	INSTAGRAM	FROM LAST WEEK + / -	TWITTER	FROM LAST WEEK + / -
February 12	58,443	462	7,880	6	9,254	24
February 19	58,409	34	7,855	25	9,260	6
February 26	58,384	25	7,845	10	9,264	4
March 5	58,352	32	7,835	10	9,214	50
March 12	58,284	68	7,829	6	9,215	1
March 19	58,262	22	7,825	4	9,224	9
March 26	58,243	19	7,817	8	9,229	5
April 2	58,221	22	7,806	11	9,228	1
April 9	58,220	1	7,789	17	9,224	4
April 16	58,218	2	7,780	9	9,218	6
April 23	58,207	11	7,772	8	9,215	3
April 30	58,194	13	7,770	2	9,217	2
May 7	58,179	15	7,771	1	9,222	5
May 14	58,168	11	7,761	10	9,214	8
May 21	58,158	10	7,758	3	9,213	1
May 28	58,155	3	7,755	3	9,209	4
June 4	58,140	15	7,732	23	9,201	8
June 11	58,139	1	7,726	6	9,193	8
June 18	58,125	14	7,718	8	9,194	1
June 25	58,109	16	7,709	9	9,192	2
July 2	58,099	10	7,697	12	9,195	3
July 9	58,083	16	7,689	8	9,197	2
July 16						
July 23						
July 30						