

SOCIAL NETWORK	DATE (MONTH/DAY/YEAR)	TIME (EST)	CONTENT TYPE	TOPIC	SOCIAL COPY (to be filled in 3 days before publishing)	LINK	NOTES (e.g., specific images, etc.)
WEEK 1: TUESDAY	08/04/2020						
FACEBOOK		7:00 AM	NEW BLOG POST	Silent Video	Are you optimizing your social video for viewing without sound? You should be	https://blog.hootsuite.com/silent-video/	
			CURATED CONTENT				
			EVERGREEN BLOG POST				
			LIVE VIDEO				
			PROMOTION				
INSTAGRAM			STORY				
			ORIGINAL IMAGE				
			CURATED CONTENT				
TWITTER			NEW BLOG POST				
			EVERGREEN BLOG POST				
			CHAT				
			EVERGREEN BLOG POST				
			VIDEO				
LINKEDIN			NEW BLOG POST				
			EVERGREEN BLOG POST				
			EVERGREEN BLOG POST				
			CURATED CONTENT				
			VIDEO				
WEEK 2: THURSDAY	08/06/2020						
FACEBOOK							
INSTAGRAM							
TWITTER							
LINKEDIN							
WEEK 3: WEDNESDAY	08/05/2020						
FACEBOOK							
INSTAGRAM							
TWITTER							
LINKEDIN							
WEEK 4: THURSDAY	08/10/2020						
FACEBOOK							
INSTAGRAM							
TWITTER							
LINKEDIN							
WEEK 5: FRIDAY	08/14/2020						
FACEBOOK							

