

	A	B	C	D	E	F	G	H
1	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.)
2	WEEK 1: MONDAY	06/01/2020						
3	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/	
4				CURATED CONTENT				
5				EVERGREEN BLOG POST				
6				LIVE VIDEO				
7				PROMOTION				
8								
9	INSTAGRAM			STORY				
10				ORIGINAL IMAGE				
11				CURATED CONTENT				
12								
13	TWITTER			NEW BLOG POST				
14				EVERGREEN BLOG POST				
15				CHAT				
16				EVERGREEN BLOG POST				
17				VIDEO				
18								
19	LINKEDIN			NEW BLOG POST				
20				EVERGREEN BLOG POST				
21				EVERGREEN BLOG POST				
22				CURATED CONTENT				
23				VIDEO				
24	WEEK 1: TUESDAY	05/01/2020						
25	FACEBOOK							
26								
27								
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31	INSTAGRAM							
32								
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35								
36								
37	TWITTER							
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41								
42								
43	LINKEDIN							
44								
45								
46								
47								
48	WEEK 1: WEDNESDAY	01/09/2020						