

2022 Social Media Content Calendar	January-June				
	Q1			Q2	
	JAN	FEB	MAR	APR	MAY
OUR CONTENT PILLARS	Education + News			Content Pillar 1	
	Cultural Moments			Content Pillar 2	
	Encouragement			Content Pillar 3	
	Entertainment			Content Pillar 4	
Key Dates			International Women's Day		Mental Health Awareness Month
Social Media Holidays		Valentine's Day	National Employee Appreciation Day (03/06)		Mother's Day
Our Marketing Campaigns		Valentine's day adoption campaign			Companion Animal awareness campaign
CORNERSTONE CONTENT					
Blog Posts					
		Key dog adaption stats			7 Ways to tell if your dog likes you
Promotions					
Events	2/14: Adoption fair at the farm				
Contests					