

|        |           |           |             |          |            |                             |                                                                          |                    |                                                                                                                                                               |                                                                                                                 |                                                                                         |
|--------|-----------|-----------|-------------|----------|------------|-----------------------------|--------------------------------------------------------------------------|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| Week 1 |           |           |             |          |            |                             |                                                                          |                    |                                                                                                                                                               |                                                                                                                 |                                                                                         |
|        | A         | B         | C           | D        | E          | F                           | G                                                                        | H                  | I                                                                                                                                                             | J                                                                                                               | K                                                                                       |
| 1      | Week 1    |           |             |          |            |                             |                                                                          |                    |                                                                                                                                                               |                                                                                                                 |                                                                                         |
| 2      | Channel   | Day       | Status      | Date     | Time (GMT) | Post Topic/Type             | Copy                                                                     | Visual Type        | Visual (Drive Link)                                                                                                                                           | Link to Assets                                                                                                  | Link to Published Post                                                                  |
| 3      | Instagram | Sunday    | Published   | 1/1/2023 | 8:00 AM    | Event (Greeting)            | Happy New Year, Journal Buddies! 🎉                                       | Single Gif         |                                                                            | N/A                                                                                                             | <a href="https://www.instagram.com/linktopost">https://www.instagram.com/linktopost</a> |
| 4      | LinkedIn  | Sunday    | Published   | 1/1/2023 | 8:00 AM    | Event (Greeting)            | Happy New Year, Journal Buddies! 🎉                                       | Single Gif         | <a href="https://drive.google.com/file/d/1G33333333333333333333333333333333/view">https://drive.google.com/file/d/1G33333333333333333333333333333333/view</a> | N/A                                                                                                             | <a href="https://www.linkedin.com/linktopost">https://www.linkedin.com/linktopost</a>   |
| 5      | Twitter   | Sunday    | Published   | 1/1/2023 | 8:00 AM    | Event (Greeting)            | Happy New Year, Journal Buddies! 🎉                                       | Single Gif         | <a href="https://drive.google.com/file/d/1G33333333333333333333333333333333/view">https://drive.google.com/file/d/1G33333333333333333333333333333333/view</a> | N/A                                                                                                             | <a href="https://www.twitter.com/linktopost">https://www.twitter.com/linktopost</a>     |
| 6      | Facebook  | Monday    | Scheduled   | 1/2/2023 | 9:00 AM    | Product Update/Announcement | We promised you a great new year—so, we promised better content for you. | Single Still Image |                                                                            | <a href="https://www.journalingwithfriends.com/blog/diary">https://www.journalingwithfriends.com/blog/diary</a> |                                                                                         |
| 7      | Instagram | Monday    | Scheduled   | 1/2/2023 | 12:00 PM   | Product Update/Announcement | We promised you a great new year—so, we promised better content for you. | Single Still Image | <a href="https://drive.google.com/file/d/1G33333333333333333333333333333333/view">https://drive.google.com/file/d/1G33333333333333333333333333333333/view</a> | <a href="https://www.journalingwithfriends.com/blog/diary">https://www.journalingwithfriends.com/blog/diary</a> |                                                                                         |
| 8      | TikTok    | Wednesday | In Progress | 1/4/2023 | 12:00 PM   | Employee Testimonial        | Journaling for 2023 🌟 #fyp #foryou                                       | Video              | <a href="https://drive.google.com/file/d/1G33333333333333333333333333333333/view">https://drive.google.com/file/d/1G33333333333333333333333333333333/view</a> | N/A                                                                                                             |                                                                                         |
| 9      | Twitter   | Wednesday | In Progress | 1/4/2023 | 3:00 PM    | Research                    | We found that 99% of people who write down their thoughts...             | None (Text Only)   | N/A                                                                                                                                                           | <a href="https://www.journalingwithfriends.com/blog/diary">https://www.journalingwithfriends.com/blog/diary</a> |                                                                                         |
| 10     | Facebook  | Friday    | Planned     | 1/6/2023 | 5:00 PM    | Educational                 | Welcome to #FridayTips!                                                  | Single Still Image |                                                                          | <a href="https://www.journalingwithfriends.com/blog/diary">https://www.journalingwithfriends.com/blog/diary</a> |                                                                                         |
| 11     | Instagram | Friday    | Planned     | 1/6/2023 | 2:00 PM    | Educational                 | Welcome to #FridayTips!                                                  | Single Still Image | <a href="https://drive.google.com/file/d/1G33333333333333333333333333333333/view">https://drive.google.com/file/d/1G33333333333333333333333333333333/view</a> | <a href="https://www.journalingwithfriends.com/blog/diary">https://www.journalingwithfriends.com/blog/diary</a> |                                                                                         |
| 12     | LinkedIn  | Friday    | Planned     | 1/6/2023 | 10:00 AM   | Educational                 | Welcome to #FridayTips!                                                  | Single Still Image | <a href="https://drive.google.com/file/d/1G33333333333333333333333333333333/view">https://drive.google.com/file/d/1G33333333333333333333333333333333/view</a> | <a href="https://www.journalingwithfriends.com/blog/diary">https://www.journalingwithfriends.com/blog/diary</a> |                                                                                         |
| 13     | TikTok    | Sunday    | Planned     | 1/8/2023 | 3:00 PM    | Customer Testimonial        | Watch this creative genius at work 🧠                                     | Video              | <a href="https://drive.google.com/file/d/1G33333333333333333333333333333333/view">https://drive.google.com/file/d/1G33333333333333333333333333333333/view</a> | N/A                                                                                                             |                                                                                         |
| 14     | Twitter   | Sunday    | Planned     | 1/8/2023 | 2:00 PM    | Product Promotion           |                                                                          | None (Text Only)   | N/A                                                                                                                                                           |                                                                                                                 |                                                                                         |