

A1:A3	fx	2022 Social Media Content Calendar						
	A	B	C	D	E	F	G	
1	2022 Social Media Content Calendar	January-June						
2		Q1			Q2			
3		JAN	FEB	MAR	APR	MAY	JUN	
4	OUR CONTENT PILLARS	Education + News			Content Pillar 1			
5		Cultural Moments			Content Pillar 2			
6		Encouragement			Content Pillar 3			
7		Entertainment			Content Pillar 4			
8	Key Dates			International Women's Day		Mental Health Awareness Month	Pride Month	
9								
10	Social Media Holidays		Valentine's Day	National Employee Appreciation Day (03/06)		Mother's Day	Social Media Day	
11							Father's Day	
12	Our Marketing Campaigns		Valentine's day adoption campaign			Companion Animal awareness campaign	Dads and Dogs campaign	
13								
14	CORNERSTONE CONTENT							
15	Blog Posts							
16			Key dog adoption stats			7 Ways to tell if your dog likes you	11 crucial skills for dogs	
17	Promotions							
18		2/14: Adoption fair at						