

# INSTAGRAM *calendar*

- IG Live
- Feed Post
- Reels
- Story
- Carousel Post
- Feed video
- Contest

1 Interview with Influencer @ 6pm	2 UGC	3 Product education	4 Q+A promo	5 Submitted photos	6 Product education	7 Promo bundle
8 Customer Q+A @ 6pm	9 Product promo	10 Team outing	11 Countdown to product reveal	12 Team outing	13 Behind-the-Scenes	14 Collab box
15 Product reveal @ 6pm	16 Product details	17 Ways to use the product	18 Q+A promo	19 Product sketches	20 Screen recording	21 Takeover prize
22 Customer Q+A @ 6pm	23 Team event	24 Holiday prep	25 Fun/dance	26 Throwback holiday	27 Product options	28 UGC call