Week 1										
Channel	**Day**	**Status**	**Date**	**Time (GMT)**	**Post Topic/Type**	**Copy**	**Visual Type**	**Visual (Drive Link)**	**Link to Assets**	**Link to Published Post**
Instagram	Sunday	Published	1/1/2023	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies!	Single Gif		N/A	[insert live link here]
LinkedIn	Sunday	Published	1/1/2023	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies!	Single Gif	https://drive.google.co	N/A	
Twitter	Sunday	Published	1/1/2023	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies!	Single Gif	https://drive.google.co	N/A	
Facebook	Monday	Scheduled	1/2/2023	9:00 AM	Product Update/Announcement	We promised you a great new year—so, as promised, here are	Single Still Image			
Instagram	Monday	Scheduled	1/2/2023	12:00 PM	Product Update/Announcement	We promised you a great new year—so, as promised, here are	Single Still Image	https://drive.google.co		
TikTok	Wednesday	In Progress	1/4/2023	12:00 PM	Employee Testimonial	Journaling for 2023 #fyp #foryou	Video	https://drive.google.co	N/A	
Twitter	Wednesday	In Progress	1/4/2023	3:00 PM	Research	We found that 99% of people who write down their new year	None (Text Only)	N/A		
Facebook	Friday	Planned	1/6/2023	5:00 PM	Educational	Welcome to #FridayTips! Today, we're going to	Single Still Image			
Instagram	Friday	Planned	1/6/2023	2:00 PM	Educational	Welcome to #FridayTips!	Single Still Image	https://drive.google.co		
LinkedIn	Friday	Planned	1/6/2023	10:00 AM	Educational	Welcome to #FridayTips!	Single Still Image	https://drive.google.co		
TikTok	Sunday	Planned	1/8/2023	3:00 PM	Customer Testimonial	Watch this creative genius at work #fyp #foryou	Video	https://drive.google.co	N/A	
Twitter	Sunday	Planned	1/8/2023	2:00 PM	Product Promotion		None (Text Only)	N/A		

Week 2										
Channel	**Day**		**Date**	**Time (GMT)**	**Post Topic/Type**	**Copy**	**Visual Type**	**Image/Video**		**Link to Published Post**

Week 3										
Channel	**Day**		**Date**	**Time (GMT)**	**Post Topic/Type**	**Copy**	**Visual Type**	**Image/Video**		**Link to Published Post**

Week 4										
Channel	**Day**		**Date**	**Time (GMT)**	**Post Topic/Type**	**Copy**	**Visual Type**	**Image/Video**		**Link to Published Post**

Key
Holiday Posts
Product-Related Posts
Blog Feature Posts (Educational)
Testimonials
User-Generated Content
Event Posts
Partnership/Influencer Posts