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

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