

Social Media Content Calendar Template

This is an example of a social media content calendar template specifically designed for press release promotion:

Day	Platform	Content-Type	Description
Pre-Release (1 Week Before)	Twitter	Teasing Tweet	<ul style="list-style-type: none">• Share a cryptic message or image hinting at the upcoming announcement.• Encourage people to follow you for the big reveal.
Pre-Release (3 Days Before)	Multiple Platforms	Short Video Teaser	Create a short video (think 15-30 seconds) that piques the audience's interest without revealing everything.
Release Day	Multiple Platforms	Press Release Announcement	Share your press release with a compelling headline and a

			call to action (e.g., read more, visit our website).
Release Day	Twitter	Thread with Key Points	Break down the main points of your press release into a digestible Twitter thread (each tweet has a 280-character limit).
Release Day + 1	Multiple Platforms	Behind-the-scenes content	Share photos or a short video offering a glimpse into the development process or the story behind the news.
Throughout the Week	Multiple Platforms	Engagement Posts	Ask questions related to your press release, run a poll, or share a relevant industry quote to keep the conversation going.