

CONTENT CALENDAR

Campaign: Q4 Brand Awareness

Month: October 2023

DAY / DATE	PLATFORM	CONTENT FOCUS & GOAL	ASSETS / MEDIA	STATUS
Monday Oct 02	LinkedIn	Industry Insights: The future of remote work infrastructure.	Infographic PDF	Draft
Tuesday Oct 03	Instagram	Behind the scenes: Meet the engineering team.	Reel (15s)	Pending
Wednesday Oct 04	Twitter/X	Product Tip: 3 ways to automate your workflow.	Carousel Images	Scheduled
Thursday Oct 05	Facebook	Community Spotlight: Customer success story.	Case Study Link	Draft
Friday Oct 06	YouTube	Weekly Wrap-up: Top 5 news stories in tech.	Long-form Video	Editing