

SOCIAL MEDIA STRATEGY CALENDAR

MONTH/YEAR _____

CAMPAIGN OBJECTIVE e.g., Brand Awareness, Lead Gen...

PRIMARY TARGET AUDIENCE

KEY PERFORMANCE INDICATORS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
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01	02	03	04	05	06	07
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08	09	10	11	12	13	14
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15	16	17	18	19	20	21
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STRATEGIC CONTENT PILLARS

MONTHLY ACTION ITEMS & COLLABS