Sample Calendar

**Week 1**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Day** | **Website / blog** | **Facebook**  | **Twitter** | **Instagram** | **Notable Dates /Events** | **Measurement** |
| Sun | Post article either self- generated or share something relevant |  |  |  |  |  |
| Mon |  | Share at lunchtime with personalised message  |  |  |  | 20 likes5 retweets |
| Tues |  |  | Share at 6pm | Share at 6pm |  | 50 likes |
| Wed | Encourage comments by asking a question relating to article | Post question | Post question | Post relevant image |  | 6 comments |
| Thurs |  |  |  |  | NB: Ban the Straw campaign. Comment & link to blog |  |
| Fri |  | Share articles or images that speak to the original post | Share articles or images that speak to the original post | Share articles or images that speak to the original post |  |  |
| Sat |  |  |  |  |  |  |