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| **SOCIAL NETWORK** | **DATE (MONTH/DAY/YEAR)** | **TIME (EST)** | **CONTENT TYPE** | **TOPIC** | **SOCIAL COPY (to be filled in 3 days before publishing)** | **LINK** | **NOTES (e.g., specific images, etc.)** |
| **WEEK 1: MONDAY** | **01/07/2019** |  |  |  |  |  |  |
| **FACEBOOK** |  | 7:00 AM | **NEW BLOG POST** | Silent Video | Are you optimizing your social video for viewing without sound? You should be | <https://blog.hootsuite.com/silent-video/> |  |
|  |  | **CURATED CONTENT** |  |  |  |  |
|  |  | **EVERGREEN BLOG POST** |  |  |  |  |
|  |  | **LIVE VIDEO** |  |  |  |  |
|  |  | **PROMOTION** |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **INSTAGRAM** |  |  | **STORY** |  |  |  |  |
|  |  | **ORIGINAL IMAGE** |  |  |  |  |
|  |  | **CURATED CONTENT** |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **TWITTER** |  |  | **NEW BLOG POST** |  |  |  |  |
|  |  | **EVERGREEN BLOG POST** |  |  |  |  |
|  |  | **CHAT** |  |  |  |  |
|  |  | **EVERGREEN BLOG POST** |  |  |  |  |
|  |  | **VIDEO** |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **LINKEDIN** |  |  | **NEW BLOG POST** |  |  |  |  |
|  |  | **EVERGREEN BLOG POST** |  |  |  |  |
|  |  | **EVERGREEN BLOG POST** |  |  |  |  |
|  |  | **CURATED CONTENT** |  |  |  |  |
|  |  | **VIDEO** |  |  |  |  |
| **WEEK 1: TUESDAY** | **01/08/2019** |  |  |  |  |  |  |
| **FACEBOOK** |  |  |  |  |  |  |  |
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| **WEEK 1: WEDNESDAY** | **01/09/2019** |  |  |  |  |  |  |
| **FACEBOOK** |  |  |  |  |  |  |  |
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