

Week	Network	Time	Content Type	Topic	Copy	Link
WEEK 1					WEEK 1: MONDAY, DATE	
	FACEBOOK	7:00 AM	New Blog Post	Silent Video	Are you optimizing your video for viewing without sound? You should be.	<a href="http://ow.ly/Nu5C30c577V">http://ow.ly/Nu5C30c577V</a>
		10:00 AM	Curated Content	New Features	Infinite Snaps, loops, and a magic eraser? Woah.	<a href="http://ow.ly/DHcy30c5d9B">http://ow.ly/DHcy30c5d9B</a>
		12:00 PM	Video	Music Resources	Don't risk your video being removed or your account killed. Here's the full list of free resources: <a href="http://ow.ly/zk530bHuJZ_3y">http://ow.ly/zk530bHuJZ_3y</a>	(insert video file link)
		3:00 PM	Promotion	Product Launch	Liftmetrix 📊 Hootsuite Impact 📈 New name and offerings to help you measure and maximize ROI: <a href="http://ow.ly/Nx530bKlqN">http://ow.ly/Nx530bKlqN</a>	<a href="http://ow.ly/Nx530bKlqN">http://ow.ly/Nx530bKlqN</a>
		5:00 PM	Live Video	News Update	A lot happened of social media updates happened this month. Let us know your reaction to these ones.	(include CTA link)
	LINKEDIN	6:00 AM	New Blog Post	UTM Parameters	You don't need to be a programmer to trak key indicators of ROI like website traffic, leads and conversions.	<a href="http://ow.ly/G5KI30c5dLF">http://ow.ly/G5KI30c5dLF</a>
		9:30 AM	Curated Content			
		11:45 AM	Video			
		1:30 PM	Promotion			
		4:15 PM	Education			
	TWITTER	5:45 AM	New Blog Post	Instagram Hacks	So, you think you know everything about Instagram? We bet you don't know these 44 hacks: <a href="http://ow.ly/aktF30c5d00">http://ow.ly/aktF30c5d00</a>	<a href="http://ow.ly/aktF30c5d00">http://ow.ly/aktF30c5d00</a>
		7:15 AM	Curated Content			
		10:30 AM	Video			
		1:00 PM	Promotion			
		3:45 PM	Evergreen Blog Post			
	INSTAGRAM	7:30 AM	Original Image	Logo Cookies	Owl we want to do is eat these cookies. How many Owllys do you see? **	(insert image file link)
		9:45 AM	Curated Image	Owly Toronto	Psst... we opened a new nest in Toronto last week (and Owly is having a hoot of a time)! <a href="#">lik @taggio</a>	(insert link to original image)
		12:30 PM	Video			
		2:15 PM	Boomerang			
		5:45 PM	Story			