

Content Plan Overview



Weekly Project Plan Objectives

Platform	Topic/Content	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook	Brand messaging	<a href="#">Ketogenic diet post</a>						
LinkedIn	Brand messaging							
Blog								
Twitter	Audience Engagement							
Instagram	Audience Engagement							

Monthly Theme & Goals

	January		February		March		Q1 Thoughts
Theme							
Specific Goal							
Holidays		New Years Day		Valentines Day		St. Patrick's Day & Easter	
		April		May		June	Q2 Thoughts
Theme				National Walking Month			
Specific Goal							
Holidays				Memorial Day			
		July		August		September	Q3 Thoughts
Theme							
Specific Goal							
Holidays		Fourth of July				Labor Day	
		October		November		December	Q4 Thoughts
Theme				National Diabetes Month			
Specific Goal							
Holidays		Halloween		Thanksgiving		Christmas	