

Product Launch Social Media Calendar Example

Date	Platform	Content	Owner	Status
2024-07-01	Instagram	Teaser Post 1: Close-up of product	Alex	Scheduled
2024-07-03	Twitter	Countdown Tweet: "7 days to go!"	Jordan	Draft
2024-07-05	Facebook	Behind-the-scenes video	Sam	Scheduled
2024-07-08	LinkedIn	Product benefit post for professionals	Taylor	In progress
2024-07-10	Instagram, Facebook	Official Launch Announcement	Alex, Sam	Planned
2024-07-12	Twitter	Customer testimonial quote	Jordan	Planned
2024-07-15	TikTok	Product demo short	Sam	Planned

This is a sample calendar for guiding your social media content leading up to and after a product launch. Adjust platforms, owners, and content as needed for your campaign.