

Product Launch Social Media Posting Timeline

Timeline	Platform	Content
4 Weeks Before Launch	Instagram, Facebook	Teaser post: Announce something exciting is coming soon.
3 Weeks Before Launch	Twitter, LinkedIn	Behind-the-scenes update on development or production.
2 Weeks Before Launch	Instagram Stories	Countdown sticker, sneak peeks of the product.
1 Week Before Launch	All Platforms	Official launch date announcement & pre-launch sign-up (if relevant).
3 Days Before Launch	Facebook, Twitter	Reminder post: Highlight key features and benefits.
Launch Day	All Platforms	Product reveal, launch announcement, link to shop or landing page.
Post-Launch (Day After)	Instagram, Facebook	Share early user feedback or reviews.
1 Week After Launch	Twitter, LinkedIn	Thank you post and encourage further feedback.