

Event Promotion Social Media Content Timeline

Date				
Content Type				
Platform				
Topic/Description				
Date	Content Type	Platform	Topic/Description	
		4 Weeks Before	Announcement Post	Instagram, Facebook
		3 Weeks Before	Event Teaser	Instagram Stories
		2 Weeks Before	Speaker Spotlight	LinkedIn, Facebook
		10 Days Before	Countdown Post	Instagram, Twitter
Date	Content Type	Platform	1 Week Before	Topic/Description
		1 Week Before	FAQ Post	Facebook, Instagram Stories
		3 Days Before	Reminder & Registration	All Platform
		Event Day	Live Updates	Instagram Stories, Twitter
		1 Day After	Thank You Post	All Platforms
Date	Content Type	Platform	3 Days After	Topic/Description
		3 Days After	Photo Recap	Instagram, Facebook