

Product Launch Social Media Content Planner

Product Details

Product Name	e.g. SuperWidget 3.0
Launch Date	YYYY-MM-DD
Key Features	List the main features...
Main Message	What core message should all content convey?

Content Calendar

Date	Channel	Content Topic	Caption	Media Type	Status
YYYY-MM-DD	Instagram	Teaser, Behind the	Draft caption or idea	Image	Planned
YYYY-MM-DD	Instagram	e.g. Unboxing		Image	Planned

Hashtag & Influencer Notes

Hashtags	#launch #productname #feature
Influencers/Partners	List potential partners or collaborators...