

| 2022 Social Media Content Calendar |                                   |     |                                                   |     |                                      |     |                            |   |  |
|------------------------------------|-----------------------------------|-----|---------------------------------------------------|-----|--------------------------------------|-----|----------------------------|---|--|
|                                    | 1                                 | 2   | 3                                                 | 4   | 5                                    | 6   | 7                          | 8 |  |
| 2022 Social Media Content Calendar | January-June                      |     |                                                   |     |                                      |     |                            |   |  |
|                                    | Q1                                |     |                                                   |     | Q1                                   |     |                            |   |  |
|                                    | JAN                               | FEB | MAR                                               | APR | MAY                                  | JUN |                            |   |  |
| OUR CONTENT PILLARS                | Content Pillar 1                  |     |                                                   |     | Content Pillar 2                     |     |                            |   |  |
|                                    | Content Pillar 3                  |     |                                                   |     | Content Pillar 3                     |     |                            |   |  |
|                                    | Content Pillar 4                  |     |                                                   |     | Content Pillar 4                     |     |                            |   |  |
|                                    | Content Pillar 5                  |     |                                                   |     | Content Pillar 4                     |     |                            |   |  |
| Key Dates                          | International Women's Day         |     |                                                   |     | Mental Health Awareness Month        |     | Pride Month                |   |  |
|                                    |                                   |     |                                                   |     |                                      |     |                            |   |  |
| Social Media Holidays              | Valentine's Day                   |     | National Employee Appreciation Day (TGI Friday's) |     | Mother's Day                         |     | Social Media Day           |   |  |
|                                    |                                   |     |                                                   |     |                                      |     | Father's Day               |   |  |
| Our Marketing Campaigns            | Valentine's day adoption campaign |     |                                                   |     | Companies Animal awareness campaign  |     | Dads and Dogs campaign     |   |  |
|                                    |                                   |     |                                                   |     |                                      |     |                            |   |  |
| CONTENTSTONE CONTENT               |                                   |     |                                                   |     |                                      |     |                            |   |  |
| Blog Posts                         |                                   |     |                                                   |     |                                      |     |                            |   |  |
|                                    | Key dog adoption stats            |     |                                                   |     | 7 Ways to tell if your dog loves you |     | 11 crucial skills for dogs |   |  |
| Promotions                         |                                   |     |                                                   |     |                                      |     |                            |   |  |
|                                    | Q1 Adoption for us                |     |                                                   |     |                                      |     |                            |   |  |

# Updated Content Calendar Template Guide For Bloggers

**Lingsheng Yao**



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