

	Week 1		Week 2		Week 3		Week 4	
Blog			1					
Email	1		2		3		4	
Facebook	1	2	3		4	5	6	
LinkedIn	1	2	3		4	5	6	
X/Twitter	1		2	3	4		5	6
Instagram	1		2	3	4		5	6
Pinterest	1		2	3	4		5	6

Images for posts: Use the image pre-sized and named for each post and the corresponding platform in the images collection provided on professional.odl.com/xl-ciab

[BRACKETED TEXT]: Replace with indicated content.

Timeframe: This social media calendar is intended to last for 4 weeks. Please intersperse posts with your usual posting schedule. The week for posting is recommended in the "Timeframe" column on each tab.

NOTES:

We do not recommend starting a new social media account to utilize Campaign-in-a-Box content. Social media accounts should be regularly updated, and may not be sustainable with this content only.

Posts can be scheduled with Facebook, Instagram, and Pinterest's native publishing tools. Scheduling posts for X (formerly known as Twitter) requires a separate platform (Hootsuite, Marketo, HubSpot, etc.)

Facebook

Post 1: Meet Blinds + Glass XL, the new window treatment solution for oversized patio doors and windows.

Now available to order from [YOUR COMPANY NAME], Blinds + Glass XL enclosed blinds offer privacy control and safety without sacrificing natural light or size.

Post 2: No matter where they're installed in your home, you can let light in or cozy up in a private setting.

MORE LIGHT. It's at your fingertips with Blinds + Glass XL.

Post 3: According to a 2018 AAP study, blinds with exposed cords caused over sixteen thousand injuries to children between 1990 and 2015.

MORE SAFETY. Blinds + Glass XL is an enclosed blind solution that's certified safe for children and pets by the Window Covering Safety Council and Parents for Window Blinds Safety.

Post 4: Raise, lower, tilt: MORE CONTROL.

Despite their size (designed to work for oversized windows and up to 8 ft. patio doors), Blinds + Glass XL has an operator that's reachable and ergonomic. No force necessary.

Post 5: Sacrifice privacy for size? Never.

Home design often incorporates expansive windows and doors – but accompanying window treatments were difficult to find in the past. Enter Blinds + Glass XL, an EVEN BIGGER enclosed blinds solution that's beautiful, safe, and simple.

Post 6: More light. More safety. More control. Even bigger. Blinds + Glass XL are available to order from [\[YOUR COMPANY NAME\]](#).