

	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](http://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.)

## Pinterest

**Post 1:** Introducing Blinds + Glass XL, available to order from [YOUR COMPANY NAME]. Enclosed blinds for oversized windows and patio doors.

Pin Link [YOUR WEBSITE OR PRODUCT LP]

**Post 2:** MORE LIGHT. Blinds + Glass XL, available to order from [YOUR COMPANY NAME]

Pin Link [YOUR WEBSITE OR PRODUCT LP]

**Post 3:** MORE SAFETY. Blinds + Glass XL, available to order from [YOUR COMPANY NAME]

Pin Link [YOUR WEBSITE, BLOG OR PRODUCT LP]

**Post 4:** MORE CONTROL. Blinds + Glass XL, available to order from [YOUR COMPANY NAME]

Pin Link [\[YOUR WEBSITE, BLOG OR PRODUCT LP\]](#)

**Post 5:** EVEN BIGGER. Blinds + Glass XL, available to order from [\[YOUR COMPANY NAME\]](#)

Pin Link [\[YOUR WEBSITE, BLOG OR PRODUCT LP\]](#)

**Post 6:** Enclosed blinds for oversized windows and patio doors. Blinds + Glass XL, available to order from [\[YOUR COMPANY NAME\]](#).

Pin Link [\[YOUR WEBSITE, BLOG OR PRODUCT LP\]](#)