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# OF WEEKS	DAYS	Purpose		EDITORIAL PLAN				MESUREMENT		DISTRIBUTION CHANNEL
		HOW WILL REACH	GOALS/ BENEFITS	FEATURED TOPICS	IDEAL VELCCITY	FORMATS	TONE/RULES OF ENGAMENT	CALL(s) TO ACTION	KPIs	
WEEK #1	Saturday / Sunday / Monday / Tuesday / Wednesday / Thursday / Friday	-X persona -Y persona -Z persona	-Increase Brand Awareness - Increase Engagement -Followers	- Tips/shortcuts - Industry expertise -Event announcements	——— Publish the Ramadan night video+stories / Guidelines for passing the USMLE &NBME test / An announcement to remind folks of the event / ——— / Brief summary of Dr. Zaid Zakaria / Stories to encourage folks to sign up for the event	-posts -reels -stories -Visual content	- Experienced - friendly - enthusiastic	- interacting with our material - Register to attend events	- Profile impressions - Profile reach -followers growth	-Facebook -Instagram -linkedin
WEEK #2	Saturday/ RN - 8th / Sunday / Monday / Tuesday / Wednesday / Thursday / Friday	-X persona -Y persona	-Build Community of Advocates -Follows -Mentions -Likes	-creative campaigns -tools/templates -Event announcements	Reminder for the Event / we'll thanking all who joined the webinar in a post + Post an announcement to remind folks of the RN event / Briefly described the US event+ An announcement to remind folks of the US event / A brief summary of Dr. Muhammad Foqara / Reminder for RN Event / Reminder for US Event / Stories to encourage folks to sign up for the event	-posts -reels -stories -Visual content -Research data	- Experienced - friendly - enthusiastic -Never "force" our company into other conversations unless it's highly relevant/ helpful	-Interacting with our materials - Register to attend events -Becoming a member of our website	-Clicks -Audience growth rate - Engagement rate -Number of participants who attended the event	-Facebook -Instagram -YouTube -linkedin
WEEK #3	Saturday/ RN+US -15th / Sunday/ US -16th / Monday/ US -17th / Tuesday - 18th / Wednesday- 19th / Thursday / Friday	-Z persona -X persona	-Research and Development -Improve Relationships -Brand Mentions -Reviews	-website features - Industry expertise -Event announcements	Reminders for the events + Mentioned that we're one of the elite 200 education startups by GSV / we'll thanking all who joined the webinar in a post + Briefly described the Belarus Event / Reminder for the event+ stories to cover the US event / Reminder for Belarus Event + stories to cover the US event / stories to cover the US event / Contests on Instagram Stories / Reminder for the Belarus Event	-posts -reels -stories -Visual content -Research data	-Optimistic tone -Approachable tone - friendly -Authoritative tone	-Enroll in our program -Registering for events -Becoming a member of our website	-Video plays - Customer satisfaction -Clicks -Audience growth rate - Engagement rate -Number of participants who attended the event	-Facebook -Instagram -YouTube -linkedin
WEEK #1	Saturday/ Belarus -29 / Sunday / Monday / Tuesday / Wednesday / Thursday / Friday	-Z persona -Y persona	-Driving Sales and Leads -Increase Website Traffic -Click-Through Rate	- Industry expertise -Event announcements	Reminder for the event + stories to cover the belarus event / ——— / we'll thanking all who joined the belarus / Features of Broca's website / video of brocali team during the US event / feedback from our students on brocali's website / Contests on Instagram Stories	-posts -reels -stories -Visual content -E books	-Approachable tone -Professional tone -Optimistic tone	- Register to attend events -Becoming a member of our website -Enroll in our program - Download the E-book	- users retention rate -Video plays - Customer satisfaction -Clicks -Audience growth rate - Engagement rate -Number of participants who attended the event	-Facebook -Instagram -YouTube -linkedin