Activity Exemplar: Create a social media calendar

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select "Use Template."

Link to exemplar: <u>Social media calendar</u> ↗

OR

If you don't have a Google account, you can download the exemplar directly from the attachment below.

📎 **Activity Exemplar_ Social media calendar**
XLSX File

Assessment of Exemplar

Compare the exemplar to your completed social media calendar. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

- The **Platform** column contains three social media platforms for both days.
- The **Time** column includes optimal times for scheduled posts on each of the platforms on both days.
- The **Topic** column includes topics related to the holidays, events, and promotions occurring in the given time period.
- The **Content Type** column contains descriptions of the format of each scheduled post.
- The **Copy** column contains bullet points describing the copy for two of the posts.
- The **Assets** column contains a description of the visual assets for two of the posts.

Mark as completed

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