

| Weekly Content Calendar |                   |   |
|-------------------------|-------------------|---|
| Day                     | Content Pillar    | Example Post Idea   |
| Monday                  | Educational       | "Did you know? 87% of campus incidents happen in poorly lit areas"                  |
| Tuesday                 | Product Features  | "AI-powered person tracking across camera zones"                                    |
| Wednesday               | Campus Safety     | "Partnership: CampusWatch helped KU reduce incidents by 45%"                        |
| Thursday                | Behind the Scenes | "Introducing Aakriti, AI Engineer: Improving the Effectiveness of Object Detection" |
| Friday                  | Product Features  | "This week: Faster alerts and improved nighttime vision analysis."                  |
| Saturday                | Educational       | "Safety tips for students living on campus"   |
| Sunday                  | Community         | "Testimonial: CampusWatch increased our college safety"                             |

| Platform Strategy |  |                  |
|-------------------|--|------------------|
| Platform          | Content Focus                              | Tone             |
| Linkedin          | Professional insights, Industry leadership | Professional     |
| Twitter/X         | Quick updates, Industry news               | Conversational   |
| Instagram         | Behind-the-scenes, Visual demos            | Authentic, Human |

| Notes & Considerations  |
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| Posting frequency around 5–6 posts/week for consistency.        |
| Peak times like 12–3 PM & 6–9 PM are optimal.                   |
| Balance educational, product features and community posts.      |
| Adjust pillars weekly based on analytics and engagement trends. |