

2016 CONTENT CALENDAR



PLUS SEASONAL MARKETING IDEAS

THE KEY TO SUCCESS WITH SEASONAL CONTENT IS TIMING.

Optimize your content planning and promotion with this editorial calendar.

IN THIS EDITORIAL PLANNER:

2016 CALENDAR OF MAJOR ANNUAL EVENTS

PUBLICATION & PROMOTION RECOMMENDATIONS

MOST SUCCESSFUL CONTENT TYPES BY MONTH

MONTHLY PLANNING DOCUMENT

KEY TAKEAWAYS

- If your main goal is getting a story picked up by publishers, focus your PR outreach efforts on events that have a longer life cycle in the media.
- Get more mileage out of events with short publishing cycles, such as Black Friday, Cyber Monday, and Memorial Day, by creating evergreen content that can be updated and repurposed year after year (examples: video tutorials, how-to articles, gift guides).
- Live events, such as the Super Bowl, Summer Olympics, and Academy Awards, also present opportunities for newsjacking and real-time publication (such as releasing content during the event when interest is highest).
- Be sure your content is optimized for Facebook. When it comes to generating social shares, Facebook is king; it produced the majority of social shares for content around every event.
- Video content is highly shareable. YouTube is among the top 10 sites with the most social shares for almost every event.

For more information, tips, and takeaways, read the [full article](#) ➤

JANUARY 2016

| SUN | MON | TUE | WED | THU | FRI | SAT |
|--|---|---|-----|--|--|--|
| | | | | | 1 | 2 ST. PATRICK'S DAY: START VIDEO AND INTERACTIVE |
| | | | | | NEW YEAR'S: PUBLISH AND PROMOTE | NEW YEAR'S DAY |
| 3 | 4 | 5 | 6 | 7 ACADEMY AWARDS: START ARTICLE AND GRAPHICS | 8 | 9 |
| NEW YEAR'S | | | | | | |
| 10 | 11 GRAMMYS: START INFOGRAPHIC | 12 SUPER BOWL: START ARTICLE AND GRAPHICS | 13 | 14 | 15 | 16 |
| | | | | | ACADEMY AWARDS: PUBLISH AND PROMOTE | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| SUPER BOWL: PUBLISH AND PROMOTE | | | | | | |
| ACADEMY AWARDS | | | | | | |
| | | | | VALENTINE'S DAY: START ARTICLE AND GRAPHICS | | |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| SUPER BOWL | | | | | | |
| ACADEMY AWARDS | | | | | | |
| | | | | VALENTINE'S DAY: PUBLISH AND PROMOTE | MARCH MADNESS: START INFOGRAPHIC | |
| 31 SUPER BOWL | | | | | | |
| ACADEMY AWARDS | | | | | | |
| VALENTINE'S DAY | | | | | | |

PLANNING MONTH: JANUARY

| PUBLISH DATE | TITLE | CONTENT TYPE | MEDIA PLACEMENT | OWNER/AUTHOR | STATUS |
|--------------|-------------------------|--------------|-----------------------------|--------------|----------------|
| 2023-10-01 | Autumn Equinox Special | News Article | Facebook, Twitter, LinkedIn | Jane Doe | Pending Review |
| 2023-10-02 | Seasonal Recipe Roundup | Blog Post | Instagram, YouTube Channel | John Smith | Published |

FEBRUARY 2016

February is Black History Month and American Heart Month

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|--|-----|--|-----|-----|-----|
| GRAMMYS: START ARTICLE AND GRAPHICS | 1 SUPER BOWL: PUBLISH AND PROMOTE ACADEMY AWARDS: PUBLISH AND PROMOTE VALENTINE'S DAY: PUBLISH AND PROMOTE | 2 | 3 ST. PATRICK'S DAY: START INFOGRAPHIC | 4 | 5 | 6 |
| | | | | | | |
| 7 SUPER BOWL ACADEMY AWARDS VALENTINE'S DAY SUPER BOWL | 8 | 9 | 10 GRAMMYS: PUBLISH AND PROMOTE | 11 | 12 | 13 |
| | | | | | | |
| 14 ACADEMY AWARDS GRAMMYS VALENTINE'S DAY VALENTINE'S DAY | 15 | 16 | 17 | 18 | 19 | 20 |
| | | | | | | |
| 21 | 22 MARCH MADNESS: START ARTICLE AND GRAPHICS | 23 | 24 ST. PATRICK'S DAY: START ARTICLE AND GRAPHICS | 25 | 26 | 27 |
| | | | | | | |
| ACADEMY AWARDS | | | | | | |
| 28 | 29 MARCH MADNESS | | | | | |
| | | | | | | |
| ACADEMY AWARDS | | | | | | |
| ACADEMY AWARDS | | | | | | |

SUPER BOWL

2016 DATE: FEBRUARY 7

PUBLISHING AND PROMOTION DATES



PRODUCTION START DATES:

- Video and Interactive: December 1
- Infographic: December 27
- Article and Graphics: January 12

CONTENT FORMATS WITH HIGHEST AVERAGE SHARES

VIDEOS

Example: *Stereotypes: Super Bowl Party*

LISTS

Example: *16 Things Katy Perry Looked Like During Her Halftime Performance*

“WHY” POSTS

Example: *Why The Patriots Should Be Disqualified From the Super Bowl*

VALENTINE'S DAY

2016 DATE: FEBRUARY 14

PUBLISHING AND PROMOTION DATES



PRODUCTION START DATES:

- Video and Interactive: December 1
- Infographic: December 27
- Article and Graphics: January 20

CONTENT FORMATS WITH HIGHEST AVERAGE SHARES

LISTS

Example: *23 Easy Valentine's Day Crafts That Require no Special Skills Whatever*

VIDEOS

Example: *Drugstore Valentine Makeup Tutorial*

HOW TO'S

Example: *How To: Make a DIY Scratch-off Valentine*

GRAMMYS

2016 DATE: FEBRUARY 15

PUBLISHING AND PROMOTION DATES



PRODUCTION START DATES:

- Video and Interactive: December 12
- Infographic: January 11
- Article and Graphics: February 1

*Plus the day of nominations and two days after, usually in December

CONTENT FORMATS WITH HIGHEST AVERAGE SHARES

“WHY” POSTS

Example: *5 Reasons Why Beck Beat Beyoncé*

VIDEOS

Example: *Heatless Soft Curls Inspired by the Grammys*

LISTS

Example: *2015 Grammys: The Best, the Worst, and the Weirdest Moments*

ACADEMY AWARDS

2016 DATE: FEBRUARY 28

PUBLISHING AND PROMOTION DATES



PRODUCTION START DATES:

- Video and Interactive: November 14
- Infographic: December 14
- Article and Graphics: January 7

CONTENT FORMATS WITH HIGHEST AVERAGE SHARES

“WHAT” POSTS

Example: *Lady Gaga’s Comeback Plan: Remind Everyone She Can Really, Really Sing*

“WHY” POSTS

Example: *Sean Penn’s Green Card Comment May Have Ruined the Entire Oscars*

VIDEOS

Example: *Example: Fake Oscar Prank: Pretending to Be a Celebrity*

PLANNING MONTH: FEBRUARY

| PUBLISH DATE | TITLE | CONTENT TYPE | MEDIA PLACEMENT | OWNER/AUTHOR | STATUS |
|--------------|---|--------------|-----------------|--------------|-----------|
| 02/01/16 | MOST POPULAR HALFTIME PERFORMANCES IN THE LAST DECADE | LIST | MYBLOG.COM | JONATHAN | IN REVIEW |
| | | | | | |
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MARCH 2016

March is Women's History Month

| SUN | MON | TUE | WED | THU | FRI | SAT |
|--------------------------|---|---|--|---|--|-----|
| | | 1 ACADEMY AWARDS: PUBLISH AND PROMOTE | 2 | 3 | 4 | 5 |
| | | MARCH MADNESS: PUBLISH AND PROMOTE | | ST. PATRICK'S DAY: PUBLISH AND PROMOTE | | |
| 6 | 7 GRADUATION: START VIDEO AND INTERACTIVE | 8 | 9 | 10 | 11 | 12 |
| MARCH MADNESS | | | | | | |
| ST. PATRICK'S DAY | | | | | | |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| MARCH MADNESS | | | | | | |
| ST. PATRICK'S DAY | | MARCH MADNESS STARTS | | ST. PATRICK'S DAY | MOTHER'S DAY: START INFOGRAPHIC | |
| 20 | 21 | 22 | 23 MEMORIAL DAY: START VIDEO AND INTERACTIVE | 24 | 25 | 26 |
| MARCH MADNESS | | | | | | |
| 27 | 28 | 29 | 30 FATHER'S DAY: START VIDEO AND INTERACTIVE | 31 | | |
| MARCH MADNESS | | | | | | |

MARCH MADNESS

2016 DATES: MARCH 15–APRIL 4

PUBLISHING AND PROMOTION DATES



PRODUCTION START DATES:

- Video and Interactive: December 29
- Infographic: January 29
- Article and Graphics: February 22

CONTENT FORMATS WITH HIGHEST AVERAGE SHARES

VIDEOS

Example: *Everyone's Bracket Right Now*

LISTS

Example: *23 Reasons the Wisconsin Badgers Still Won the NCAA Tournament*

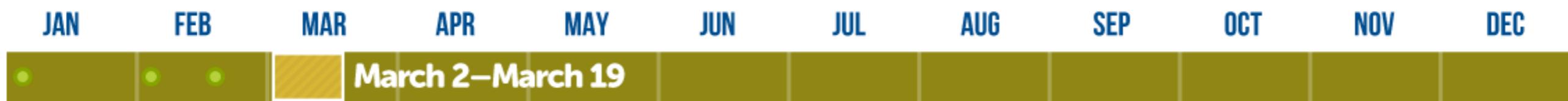
“WHY” POSTS

Example: *Tom Izzo is The Best Coach In Modern NCAA Tournament History — By Far*

ST. PATRICK'S DAY

2016 DATE: MARCH 17

PUBLISHING AND PROMOTION DATES



PRODUCTION START DATES:

- Video and Interactive: January 2
- Infographic: February 2
- Article and Graphics: February 24

CONTENT FORMATS WITH HIGHEST AVERAGE SHARES

LISTS

Example: *For St. Patrick's Day, 16 Pictures That Transport You to Ireland*

"WHY" POSTS

Example: *To Eat Authentically Irish This St. Patrick's Day, Go For the Butter*

"WHAT" POSTS

Example: *Solar Storm Could Dye Skies Green for St. Patrick's Day*

PLANNING MONTH: MARCH

| PUBLISH DATE | TITLE | CONTENT TYPE | MEDIA PLACEMENT | OWNER/AUTHOR | STATUS |
|--------------|-------|--------------|-----------------|--------------|--------|
| | | | | | |
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APRIL 2016

| SUN | MON | TUE | WED | THU | FRI | SAT |
|--|---|-----|---|--|---|-----|
| | | | | | 1 | 2 |
| | | | | | MARCH MADNESS: PUBLISH AND PROMOTE | |
| 3 | 4 | 5 | 6 GRADUATION: START INFOGRAPHIC | 7 | 8 | 9 |
| MARCH MADNESS | | | | | | |
| 10 | 11 MOTHER'S DAY: START ARTICLE AND GRAPHICS | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 MEMORIAL DAY: START INFOGRAPHIC | 22 | 23 |
| MOTHER'S DAY: PUBLISH AND PROMOTE | | | | | | |
| 24 | 25 4TH OF JULY: START VIDEO AND INTERACTIVE | 26 | 27 | 28 | 29 FATHER'S DAY: START INFOGRAPHIC GRADUATION: START ARTICLE AND GRAPHICS | 30 |
| MOTHER'S DAY | | | | | | |

PLANNING MONTH: APRIL

| PUBLISH DATE | TITLE | CONTENT TYPE | MEDIA PLACEMENT | OWNER/AUTHOR | STATUS |
|--------------|-------|--------------|-----------------|--------------|--------|
| | | | | | |
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MAY 2016

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|-----|-----|---|-----|-----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| MOTHER'S DAY: PUBLISH AND PROMOTE | | | | | | |
| GRADUATION: PUBLISH AND PROMOTE | | | | | | |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| MOTHER'S DAY | | | SUMMER OLYMPICS: START VIDEO AND INTERACTIVE | | | |
| GRADUATION | | | GRADUATION | | | |
| MOTHER'S DAY | | | | | | |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| MEMORIAL DAY: START ARTICLE AND GRAPHICS | | | | | | |
| GRADUATION | | | | | | |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| FATHER'S DAY: START ARTICLE AND GRAPHICS | | | 4TH OF JULY: START INFOGRAPHIC | | | |
| GRADUATION | | | MEMORIAL DAY: PUBLISH AND PROMOTE | | | |
| 29 | 30 | 31 | | | | |
| GRADUATION | | | | | | |
| MEMORIAL DAY | | | FATHER'S DAY: PUBLISH AND PROMOTE | | | |
| MEMORIAL DAY | | | | | | |

MOTHER'S DAY

2016 DATE: **MAY 8**

PUBLISHING AND PROMOTION DATES



PRODUCTION START DATES:

- Video and Interactive: February 18
- Infographic: March 18
- Article and Graphics: April 11

CONTENT FORMATS WITH HIGHEST AVERAGE SHARES

VIDEOS

Example: *Happy Mother's Day From National Geographic's Big Cats Initiative*

"WHY" POSTS

Example: *How It Feels Not to Have a Mom on Mother's Day*

LISTS

Example: *25 Easy Steps to Wow Your Mom This Mother's Day*

GRADUATION

2016 DATES: MAY/JUNE (VARIES)

PUBLISHING AND PROMOTION DATES



PRODUCTION START DATES:

- Video and Interactive: March 7
- Infographic: April 6
- Article and Graphics: April 29

CONTENT FORMATS WITH HIGHEST AVERAGE SHARES

“WHAT” POSTS

Example: *Meet the Valedictorian Who Turned Graduation Into a ‘Shake It Off’ Flash Mob*

LISTS

Example: *15 Hilarious Graduation Caps That Show Exactly the Status of Students*

“WHY” POSTS

Example: *These High School Seniors Just Blew Every Other Graduation Ceremony out of the Water*

MEMORIAL DAY

2016 DATE: MAY 30

PUBLISHING AND PROMOTION DATES



PRODUCTION START DATES:

- Video and Interactive: March 23
- Infographic: April 21
- Article and Graphics: May 16

CONTENT FORMATS WITH HIGHEST AVERAGE SHARES

“WHY” POSTS

Example: *I've Never Thought About Memorial Day Like This*

LISTS

Example: *6 Things Every American Should Know About Memorial Day*

HOW TO'S

Example: *How to Throw the Perfect Memorial Day Barbecue, According to Rappers*

PLANNING MONTH: MAY

| PUBLISH DATE | TITLE | CONTENT TYPE | MEDIA PLACEMENT | OWNER/AUTHOR | STATUS |
|--------------|-------|--------------|-----------------|--------------|--------|
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JUNE 2016

June is LGBT Pride Month

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|-----|-----|---|--|---|-----|
| | | | 1 GRADUATION: PUBLISH AND PROMOTE MEMORIAL DAY: PUBLISH AND PROMOTE FATHER'S DAY: PUBLISH AND PROMOTE | 2 | 3 BACK TO SCHOOL: START VIDEO AND INTERACTIVE | 4 |
| 5 | 6 | 7 | 8 | 9 SUMMER OLYMPICS: START INFOGRAPHIC | 10 | 11 |
| GRADUATION FATHER'S DAY | | | | | | |
| 12 | 13 | 14 | 15 | 16 | 17 4TH OF JULY: START ARTICLE AND GRAPHICS | 18 |
| GRADUATION FATHER'S DAY | | | | | | |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| GRADUATION FATHER'S DAY FATHER'S DAY | | | | | | |
| 26 | 27 | 28 | 29 | 30 | | |
| GRADUATION 4TH OF JULY | | | | | | |

FATHER'S DAY

2016 DATE: JUNE 19

PUBLISHING AND PROMOTION DATES



PRODUCTION START DATES:

- Video and Interactive: March 30
- Infographic: April 29
- Article and Graphics: May 23

CONTENT FORMATS WITH HIGHEST AVERAGE SHARES

VIDEOS

Example: *Emotional New Ad Gives Props to Single Moms on Father's Day*

LISTS

Example: *21 DIY Ideas for Father's Day Cards*

"WHY" POSTS

Example: *13 Truths Anyone Who's Lost Their Dad Understands About Father's Day*

PLANNING MONTH: JUNE

JULY 2016

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|--------------------|--|---|-----|--|-----|
| | | | | | 1 SUMMER OLYMPICS: START ARTICLE AND GRAPHICS 4TH OF JULY: PUBLISH AND PROMOTE | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 4TH OF JULY | 4TH OF JULY | BACK TO SCHOOL: START INFOGRAPHIC | | | | |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| | | SUMMER OLYMPICS: PUBLISH AND PROMOTE | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| | | | | | | |
| SUMMER OLYMPICS | | | | | | |
| 24 HALLOWEEN: START VIDEO AND INTERACTIVE | 25 | 26 | 27 BACK TO SCHOOL: START ARTICLE AND GRAPHICS | 28 | 29 | 30 |
| | | | | | | |
| SUMMER OLYMPICS | | | | | | |
| 31 | | | | | | |
| SUMMER OLYMPICS | | | | | | |

FOURTH OF JULY

2016 DATE: JULY 4

PUBLISHING AND PROMOTION DATES



PRODUCTION START DATES:

- Video and Interactive: April 25
- Infographic: May 24
- Article and Graphics: June 17

CONTENT FORMATS WITH HIGHEST AVERAGE SHARES

“WHY” POSTS

Example: *Firefighter Suspended for Flying Confederate Flag in Fourth of July Parade Explains Why He Did It*

LISTS

Example: *Celebrate American Values With These Inspiring 4th of July Quotes*

“WHAT” POSTS

Example: *Winn-Dixie to Donate All Profits on 4th of July to Wounded Warrior Project*

PLANNING MONTH: JULY

| PUBLISH DATE | TITLE | CONTENT TYPE | MEDIA PLACEMENT | OWNER/AUTHOR | STATUS |
|--------------|-------|--------------|-----------------|--------------|--------|
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AUGUST 2016

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----------------------------|---|-----|-----|-----|-----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| | BACK TO SCHOOL: PUBLISH AND PROMOTE | | | | | |
| | SUMMER OLYMPICS: PUBLISH AND PROMOTE | | | | | |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| BACK TO SCHOOL | | | | | | |
| SUMMER OLYMPICS | | | | | | |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| BACK TO SCHOOL | | | | | | |
| SUMMER OLYMPICS | | | | | | |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| BACK TO SCHOOL | | | | | | |
| SUMMER OLYMPICS | | | | | | |
| SUMMER OLYMPICS ENDS | | | | | | |
| 28 | 29 | 30 | 31 | | | |
| BACK TO SCHOOL | | | | | | |

BACK TO SCHOOL

2016 DATE: LATE AUGUST/EARLY SEPTEMBER (VARIES)

PUBLISHING AND PROMOTION DATES



PRODUCTION START DATES:

- Video and Interactive: June 3
- Infographic: July 5
- Article and Graphics: July 27

CONTENT FORMATS WITH HIGHEST AVERAGE SHARES

“WHY” POSTS

Example: *Dear Teachers, You’re not Fooling Me*

LISTS

Example: *34 Unforgettable Back-To-School Things all '90s Teenage Girls Did*

VIDEOS

Example: *Teachers Sing 'One Day More' Before Students Return to School*

SUMMER OLYMPICS

2016 DATES: AUGUST 5–AUGUST 21

PUBLISHING AND PROMOTION DATES



PRODUCTION START DATES:

● Video and Interactive: May 11

● Infographic: June 9

● Article and Graphics: July 1

NO SHARING INFORMATION AVAILABLE FOR THE SUMMER OLYMPICS SINCE IT ONLY HAPPENS EVERY 4 YEARS

PLANNING MONTH: AUGUST

| PUBLISH DATE | TITLE | CONTENT TYPE | MEDIA PLACEMENT | OWNER/AUTHOR | STATUS |
|--------------|-----------------------------|--------------|------------------------|-----------------|-----------|
| 2023-10-01 | Project Alpha Overview | Text | YouTube Channel | John Doe | Published |
| 2023-10-02 | Market Analysis Report | Text | LinkedIn Page | Jane Smith | Published |
| 2023-10-03 | Strategic Plan Update | Text | Corporate Website | Michael Johnson | Published |
| 2023-10-04 | Q3 Financial Results | Text | Investor Relations | Sarah Lee | Published |
| 2023-10-05 | Product Launch Announcement | Image | Facebook Page | David Wilson | Published |
| 2023-10-06 | Employee Recognition Video | Video | Internal Communication | Emily Green | Published |
| 2023-10-07 | Customer Feedback Survey | Text | SurveyMonkey | Alexander Brown | Published |
| 2023-10-08 | Annual Report Draft | Text | Dropbox Shared Drive | Robert White | Published |
| 2023-10-09 | Market Research Report | Text | Google Drive | Sarah Lee | Published |
| 2023-10-10 | Quarterly Business Review | Text | OneDrive | David Wilson | Published |

SEPTEMBER 2016

September 15–October 15 is National Hispanic Heritage Month

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----------------------|--|-----|-----|---|---|--|
| | | | | 1 THANKSGIVING: START VIDEO AND INTERACTIVE BACK TO SCHOOL: PUBLISH AND PROMOTE | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| BACK TO SCHOOL | | | | | | |
| 11 | 12 | 13 | 14 | 15 | 16 HALLOWEEN: START ARTICLE AND GRAPHICS | 17 |
| 18 | 19 BLACK FRIDAY: START VIDEO AND INTERACTIVE | 20 | 21 | 22 | 23 CHRISTMAS: START VIDEO AND INTERACTIVE | 24 HALLOWEEN: PUBLISH AND PROMOTE |
| 25 | 26 | 27 | 28 | 29 | 30 | |
| HALLOWEEN | | | | | | |

PLANNING MONTH: SEPTEMBER

OCTOBER 2016

October is Breast Cancer Awareness Month

| SUN | MON | TUE | WED | THU | FRI | SAT |
|------------------|--|---|-----|-----|-----|-----|
| | | | | | | 1 |
| 2 | 3 THANKSGIVING: START INFOGRAPHIC | 4 | 5 | 6 | 7 | 8 |
| HALLOWEEN | | | | | | |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| HALLOWEEN | | | | | | |
| 16 | 17 | 18 BLACK FRIDAY: START INFOGRAPHIC NEW YEAR'S: START VIDEO AND INTERACTIVE | 19 | 20 | 21 | 22 |
| HALLOWEEN | | | | | | |
| 23 | 24 CHRISTMAS: START INFOGRAPHIC | 25 THANKSGIVING: START ARTICLE AND GRAPHICS | 26 | 27 | 28 | 29 |
| HALLOWEEN | | | | | | |
| 30 | 31 | | | | | |
| HALLOWEEN | | HALLOWEEN | | | | |

HALLOWEEN

2016 DATE: OCTOBER 31

PUBLISHING AND PROMOTION DATES



PRODUCTION START DATES:

- Video and Interactive: July 24
- Infographic: August 24
- Article and Graphics: September 16

September 24–November 5

CONTENT FORMATS WITH HIGHEST AVERAGE SHARES

“WHY” POSTS

Example: *Dad’s Awesome Nonprofit Builds Wheelchair-Based Halloween Costumes for Kids*

“WHAT” POSTS

Example: *What It Means if You See a Teal Pumpkin This Halloween*

LISTS

Example: *53 Spooky and Creative Halloween Craft Projects*

PLANNING MONTH: OCTOBER

| PUBLISH DATE | TITLE | CONTENT TYPE | MEDIA PLACEMENT | OWNER/AUTHOR | STATUS |
|--------------|-------|--------------|-----------------|--------------|--------|
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NOVEMBER 2016

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|---|--|---|--|--|--------------|
| | | 1 HALLOWEEN: PUBLISH AND PROMOTE THANKSGIVING: PUBLISH AND PROMOTE | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 BLACK FRIDAY: START ARTICLE AND GRAPHICS | 11 | 12 |
| THANKSGIVING | | | | | | |
| 13 | 14 ACADEMY AWARDS: START VIDEO AND INTERACTIVE | 15 | 16 CHRISTMAS: START ARTICLE AND GRAPHICS | 17 SUPER BOWL: START VIDEO AND INTERACTIVE | 18 NEW YEAR'S: START INFOGRAPHIC | 19 |
| THANKSGIVING | | | | | BLACK FRIDAY / CYBER MONDAY: PUBLISH AND PROMOTE | |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| THANKSGIVING BLACK FRIDAY / CYBER MONDAY | | | | | | |
| | | | | CHRISTMAS: PUBLISH AND PROMOTE | THANKSGIVING DAY | BLACK FRIDAY |
| 27 | 28 | 29 | 30 | | | |
| THANKSGIVING | | | | | | |
| CHRISTMAS | | | | | | |
| BLACK FRIDAY / CYBER MONDAY | | | | | | |
| CYBER MONDAY | | | | | | |

THANKSGIVING

2016 DATE: NOVEMBER 24

PUBLISHING AND PROMOTION DATES



PRODUCTION START DATES:

- Video and Interactive: September 1
- Infographic: October 3
- Article and Graphics: October 25

November 1–November 30

CONTENT FORMATS WITH HIGHEST AVERAGE SHARES

LISTS

Example: *7 Perfect Outfit Ideas for Thanksgiving Break*

VIDEOS

Example: *Watch Me Sip... My Chardonnay-nay': A Song Parody to Cure*

Thanksgiving Stress

“WHY” POSTS

Example: *These 24 Chains Are Refusing to Open on Thanksgiving Day*

BLACK FRIDAY AND CYBER MONDAY

2016 DATES: NOVEMBER 25 (BLACK FRIDAY) AND NOVEMBER 28 (CYBER MONDAY)

PUBLISHING AND PROMOTION DATES



PRODUCTION START DATES:

- Video and Interactive: September 19
- Infographic: October 18
- Article and Graphics: November 10

November 18–November 28

CONTENT FORMATS WITH HIGHEST AVERAGE SHARES

LISTS

Example: *5 Facts Proving Black Friday 'Deals' Are Actually a Total Scam*

VIDEOS

Example: *If Black Friday Were a Movie*

"WHY" POSTS

Example: *If You Pick Hiking Over Shopping on Black Friday, You May Get in Free to Some California State Parks*

PLANNING MONTH: NOVEMBER

| PUBLISH DATE | TITLE | CONTENT TYPE | MEDIA PLACEMENT | OWNER/AUTHOR | STATUS |
|--------------|---------------------------|----------------|-------------------|---------------|------------------|
| 2023-10-01 | Autumn Equinox Special | News Article | Facebook, Twitter | Jane Doe | Pending Review |
| 2023-10-02 | Harvest Moon Forecast | Weather Report | YouTube Channel | John Smith | Published |
| 2023-10-03 | Seasonal Gardening Tips | Blog Post | Instagram Stories | Sarah Johnson | In Progress |
| 2023-10-04 | Local Fall Festivals | Event Calendar | LinkedIn Group | Michael Brown | Approved |
| 2023-10-05 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-06 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-07 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-08 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-09 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-10 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-11 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-12 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-13 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-14 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-15 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-16 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-17 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-18 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-19 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-20 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-21 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-22 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-23 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-24 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-25 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-26 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-27 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-28 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-29 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-30 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |
| 2023-10-31 | Autumn Leaves Photography | Photo Gallery | Facebook Page | Amy Green | Pending Approval |

DECEMBER 2016



CHRISTMAS

2016 DATE: **DECEMBER 25**

PUBLISHING AND PROMOTION DATES



November 23–December 26

PRODUCTION START DATES:

- Video and Interactive: September 23
- Infographic: October 24
- Article and Graphics: November 16

CONTENT FORMATS WITH HIGHEST AVERAGE SHARES

LISTS

Example: *37 Magical Ways to Use Mason Jars This Christmas*

“WHY” POSTS

Example: *19 Reasons Why ‘Elf’ Will Always Be Your Favorite Christmas Movie*

VIDEOS

Example: *We’re Officially Declaring This the Most Powerful Holiday Commercial Ever*

NEW YEAR'S EVE

2016 DATE: DECEMBER 31

PUBLISHING AND PROMOTION DATES



PRODUCTION START DATES:

- Video and Interactive: October 18
- Infographic: November 18
- Article and Graphics: December 9

December 18–January 9

CONTENT FORMATS WITH HIGHEST AVERAGE SHARES

LISTS

Example: *23 Things to Do to Improve Your Mental Health in 2016*

VIDEOS

Example: *New Year's Eve Makeup Plus Outfit Ideas*

"WHY" POSTS

Example: *A New Year Resolution That's Good for You and the Planet: Stop Eating Meat*



PLANNING MONTH: DECEMBER

| PUBLISH DATE | TITLE | CONTENT TYPE | MEDIA PLACEMENT | OWNER/AUTHOR | STATUS |
|--------------|-------|--------------|-----------------|--------------|--------|
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