SOCIAL NETWORK	DATE	TIME (EST)	CONTENT TYPE	TOPIC	COPY (i.e. the text to go with the post)	VISUALS (description)	VISUALS MADE	ASSETS REQUIRED	ASSETS GATHERED	HASHTAGS/ EVENTS	PLATFORM FORMAT NOTES
FACEBOOK			INFO POST				☐		☐		
			VIDEO				☐		☐		
			LIVE VIDEO				☐		☐		
			CURATED IMAGES				☐		☐		
			INTERACTIONS				☐		☐		
							☐		☐		
INSTAGRAM							☐		☐		
							☐		☐		
							☐		☐		
							☐		☐		
							☐		☐		
TWITTER							☐		☐		
							☐		☐		
							☐		☐		
USE THIS COLUMN TO IDENTIFY WHICH PLATFORM YOU ARE PLANNING CONTENT FOR - COLOUR CODING LIKE THIS MAY MAKE IT EASIER TO READ. The correct colours are in the paint bucket tool in custom at the bottom.	Put the date that you intend to post in here.	Put the time you are going to post this content in here	Put the type of content that it is in here. What category does it fall in: is it just new info, new images, video, polls, interactive posts. Filling this in accurately will mean that you can track that you're using different types of content.	Fill in what the topic of post is here. You might want to think about release dates, accessing platforms, updates, crew, cast	Simply write the post out here. It's suggested that you plan exactly what you are going to post. If you do it in advance then it's only a case of copy and pasting but it also gives you a chance to spell check everything as well.	What visuals (if any) do you need for this post and have you got them yet or do you need to make them? Once they're made tick the check box in the next column	☐	Are there any other assets that you are going to link to that you need to make, things like video posts, quizzes, surveys anything interaactive that needs to be made should be listed here.	☐	What hashtags do you plan to link in to, or are there any events that you could frame a post around.	Are there any notes about the content that you are producing, for example if it's a video that's going on FB and IG, are you aware of the limitations in duration. OR resolution, word limite etc. DELETE THESE TIPS OUT ONCE YOU START FILLING IT IN
Instagram	16/11/20	5:00 PM	Curated Images	Tease whats to come	Something is coming...	Glitchy text that says 'Coming soon'	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	16/11/20	6:00 PM	INTERACTIONS	Get audiance's pumped	What are you hoping to see in Out Of Time??	question box that lets viewers type their answers out				#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	17/11/20	12:00 PM	Video / Info Post	Tease the forthcoming date reveal later on in the day	Get ready, the release date for Out of Time is coming at 8:00 GMT!! Set your reminders you do not want to miss this!!!	A short video of the time 8:00 with a crack through it like the logo for Out Of Time	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	17/11/20	8:00 PM	Video	Date reveal for the release of Out of Time	We're so excited to announce that Out of Time will release on the 1st of December 2020! Who else is excited?!?!	Slow fade on the date which then becomes cracked like the logo, this will become a running theme with anything announced for Out Of Time	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	18/11/20	12:00 PM	Instagram Story	Countdown to the release of the film	Can it just be the 1st of December already?!?! The next 13 days need to hurry up!!!	Shared photo of the date reveal that was released the day before with a countdown next to it.	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	18/11/20	7:00 PM	Video	Tease and wet appatites	What Year is This?	Edited video of new years 1985 glitching together with 2020 with music from both years.	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	19/11/20	7:00 PM	Video	To Tease audience	Change channel.	Glitchy video editing together a BBC ident from 1985 and 2020	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	19/11/20	7:00 PM	Curated Images	reveal when the logo reveal will be	Get your first look at Out of Time as the logo will be revealed tomorrow.	Blurred version of the logo.	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	20/11/20	5:00 PM	Curated Images	Logo reveal	Enjoy the first look at the logo for Out Of Time. Coming in in December	Logo reveaval	☑		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	20/11/20	7:00 PM	Instagram Story	Animated logo	We're going Out of Time	animated logo reveal	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	21/11/20	1:00 PM	Curated Images	Photo of clapperboard	Time to begin! Out of Time is oficially IN PRODUCTION!!! Who's Excited???	Photo of the clapperboard for Out of Time	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	22/11/20	7:00 PM	Interactions	Poll	What are your thoughts on the new logo	The newly revealed logo with a poll asking viewers their opinion on it	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	22/11/20	8:00 PM	Curated Images	Sneak peak at the cover of the script	We're going to party like it's 1985!	Photo of the front page of the script	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	23/11/20	5:00 PM	Curated Images	Behind the Scenes post	We're feeling nice. Here's a new still from Out of Time!!!	Behind the scenes photo.	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	23/11/20	7:00 PM	Instagram Story	Behind the Scenes	Happy to confirm, editing has now begun for Out of Time!	Photo of the edit of Out of Time. This is shown on the Sony Vegas with all the visuals and audio in place.	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	24/11/20	12:00 PM	Curated Images	Behind the Scenes	Our team is very busy filming!	Photo taken behind the camera of the filming of Out of Time	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	25/11/20	12:00 PM	Video	To announce the release date of the trailer	Mark your calenders! Get your first footage look at Out Of Time in 2 days time! As the first teaser for the film drops Friday at 7:00!!	Video of text saying 'Teaser Trailer Coming Friday' This does the common glitch effect the rest of the text has had	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	25/11/20	7:00 PM	Curated Images	Cast announcement	We're so happy to announce that the role of Benji will be played by [INSERT NAME HERE] We can't wait for you to see [NAME] in Out Of Time. Coming December 2020! More cast details still to come!	Photo of the actor who will be playing Benji with the text 'Benji, played by [INSTERT NAME HERE]	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	25/11/20	9:00 PM	Instagram Story/ Interactions	Poll	Are you excited to see [ACTORS NAME] in Out of Time???	Poll that shows Yes or No with a picture of the actor playing Benji	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	26/11/20	7:00 PM	Curated Images	Cast announcement	We're so happy to announce that the role of Charlie will be played by [INSERT NAME HERE] Leave a comment wishing [NAME] a warm welcome to Out Of Time!	Photo of the actor who will be playing Charlie with the text 'Charlie, played by [INSTERT NAME HERE]	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	26/11/20	9:00 PM	Instagram Story Interactions	Poll	Are you excited to see [ACTORS NAME] in Out of Time???	Poll that shows Yes or No with a picture of the actor playing Charlie	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	27/11/20	12:00 PM	Instagram Story / Info Post	Countdown to trailer release	Can you believe there is only 7 hours to go until the trailer releases?!?! We can't!!	GIF of Michael Scott from the Office Saying 'OH MY GOD IT'S HAPPENING!' this will have one of the actors face's pasted onto Michaels face. This will be a bit of light comedy	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	27 / 11/20	7:00 PM	Video	Trailler.	We can't keep this in anymore!!! Enjoy the trailer for Out Of Time coming on the 1st December at 7:00 PM	Video of the trailer for Out Of Time. This is only short but enough to wet the viewers appetite.	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	28/11/20	7:00 PM	Instagram Story Interactions	Ask viewers opinion on the trailer	We've watched this trailer about 10000 times!! What are your thoughts?!	Poll that says love it or hate it.	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	29/11/20	7:00 PM	Curated Images	Behind the scenes photo	When you realise there is only 2 days to go until the release of Out Of Time!!	Behind the scenes shot of one of the actors acting goofy / excited	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	30/11/20	7:00 PM	Curated Images	Poster Reveal	See these two in action in 1 days time!!	Poster reveal for the film	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	01/12/20	12:00 PM	Info Post	Countdown to release	Out Of Time debuts in 7 hours time!! Don't miss it!	Gif of the number 7 cracked like the previous text	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	01/12/20	6:00 PM	Info Post	Countdown to release	We're into the final hour now. #PartyLikeIt's1985	Gif of the number 1 cracked like the previous text	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	01/12/20	7:00 PM	Video / Video Link	Out Of Time	IT'S HERE!!! Out Of Time is finally out!! Please, sit down, grab some popcorn and Party Like It's 1985!	Poster for Out Of Time	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
Instagram	02/12/20	12:00 PM	Instagram Story Interactions	Getting to know peoples reactions for Out of Time	Really hope you enjoyed Out Of Time. Let me know what you thought down below	Interactive poll wanting viewers opinions with the poster in the background.	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
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TWITTER	16/11/20	6:00 PM	INTERACTIONS	Get audiance's pumped	What are you hoping to see in Out Of Time??	Twitter poll with 4 options of liking it or not liking it to give audiences the chance to vote.				#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
TWITTER	17/11/20	12:00 PM	Video / Info Post	Tease the forthcoming date reveal later on in the day	Get ready, the release date for Out of Time is coming at 8:00 GMT!! Set your reminders you do not want to miss this!!!	A short video of the time 8:00 with a crack through it like the logo for Out Of Time	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
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TWITTER	25/11/20	9:00 PM	Interactions	Poll	Are you excited to see [ACTORS NAME] in Out of Time???	Poll that shows Yes or No with a picture of the actor playing Benji	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
TWITTER	26/11/20	7:00 PM	Curated Images	Cast announcement	We're so happy to announce that the role of Charlie will be played by [INSERT NAME HERE] Leave a comment wishing [NAME] a warm welcome to Out Of Time!	Photo of the actor who will be playing Charlie with the text 'Charlie, played by [INSTERT NAME HERE]	☐		☐	#Spoilers #OutOfTime #StudentFilm #OutOfTimeFilm #OutOfTimeProduction#Update #Announcement	
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