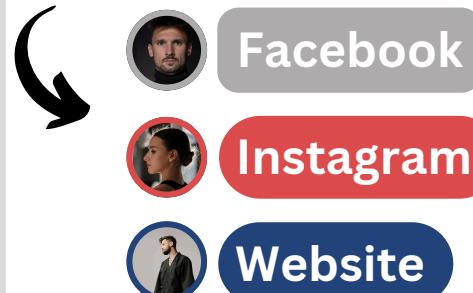


\*\*Insert own  
photos of  
designated  
social  
media/marketing  
team members  
to run each  
platform

## Social Media Team & Platform



### CONTENT TYPE

- Informational Content
- Engagement Content
- Promotional Content
- Educational Content
- Behind-the-Scenes
- Trending Content
- Interactive Content
- Storytelling Content

# Jun' 2025



Here, you will find all of your planned events and scheduled post times for the “Vet Net” social media campaign. You will find information for each event as well as freedom to create and add new content.

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	01 campaign announcement Informational Content	02	03 Veterans Voices video Engagement Content	04
05	06 digital event flier post Promotional Content	07	08 Post of people at HEART center. Educational Content	09	10 Video form tour/POV of vet living style Behind-the-Scenes	11
12 Trending Content	13	14 Interactive Content	15	16 Blog highlight of Vets Voices Storytelling Content	17	18 Informational Content
19	20 Links to sign up to volunteer Engagement Content	21	22 Behind-the-Scenes	23	24 Educational Content	25
26 Interactive Content	27	28 Storytelling Content blog post	29	30 Promotional Content	31	01

## Social Media Team & Platform



Facebook



Instagram



Website

## Content Type

- Informational Content
- Engagement Content
- Promotional Content
- Educational Content
- Behind-the-Scenes
- Trending Content
- Interactive Content
- Storytelling Content

# Jul' 2025



Here, you will find all of your planned events and scheduled post times for the “Vet Net” social media campaign. You will find information for each event as well as freedom to create and add new content.



SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	01
02	03  Promotional Content	04	05  Educational Content	06	07  Behind-the-Scenes	08
09  Trending Content	10	11	12	13  Storytelling Content	14	15  Informational Content
16	17  Engagement Content	18	19  Behind-the-Scenes	20	21  Educational Content	22
23	24	25  Storytelling Content	26	27  Promotional Content	28	01

# Aug' 2025



Here, you will find all of your planned events and scheduled post times for the “Vet Net” social media campaign. You will find information for each event as well as freedom to create and add new content.



## Social Media Team & Platform



Facebook



Instagram



Website

## Content Type

- Informational Content
- Engagement Content
- Promotional Content
- Educational Content
- Behind-the-Scenes
- Trending Content
- Interactive Content
- Storytelling Content

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	01
02	03	04	05	06	07	08
	Promotional Content		Educational Content		Behind-the-Scenes	
09	10	11	12	13	14	15
Trending Content		Interactive Content		Storytelling Content		Informational Content
16	17	18	19	20	21	22
	Engagement Content		Behind-the-Scenes		Educational Content	
23	24	25	26	27	28	29
Interactive Content		Storytelling Content		Promotional Content		
30	31	01	02	03	04	05
Interactive Content						

## Social Media Team & Platform



Facebook



Instagram



Website

## Content Type

- Informational Content
- Engagement Content
- Promotional Content
- Educational Content
- Behind-the-Scenes
- Trending Content
- Interactive Content
- Storytelling Content

# Sept' 2025



Here, you will find all of your planned events and scheduled post times for the “Vet Net” social media campaign. You will find information for each event as well as freedom to create and add new content.



SUN	MON	TUE	WED	THU	FRI	SAT
29	30	01  Promotional Content	02  Informational Content	03	04  Engagement Content	05
06	07  Promotional Content	08	09  Educational Content	10	11  Behind-the-Scenes	12
13  Trending Content	14	15  Interactive Content	16	17  Storytelling Content	18	19  Informational Content
20	21  Engagement Content	22	23  Behind-the-Scenes	24	25  Educational Content	26
27  Interactive Content	28	29  Storytelling Content	30	01	02	03

## Social Media Team & Platform



Facebook



Instagram



Website

## Content Type

- Informational Content
- Engagement Content
- Promotional Content
- Educational Content
- Behind-the-Scenes
- Trending Content
- Interactive Content
- Storytelling Content

# Oct' 2025



Here, you will find all of your planned events and scheduled post times for the “Vet Net” social media campaign. You will find information for each event as well as freedom to create and add new content.



SUN

27

MON

28

TUE

29

WED

30

THU

01

FRI

02

SAT

03

04

05

Promotional Content

06

07

Educational Content

08

09

Behind-the-Scenes

10

11

12

Trending Content

13

14

Interactive Content

15

16

Storytelling Content

17

18

18

19

Engagement Content

20

21

Behind-the-Scenes

22

23

Educational Content

24

25

26

Interactive Content

27

28

Storytelling Content

29

30

Promotional Content

01

## Social Media Team & Platform



Facebook



Instagram



Website

## Content Type

- Informational Content
- Engagement Content
- Promotional Content
- Educational Content
- Behind-the-Scenes
- Trending Content
- Interactive Content
- Storytelling Content

# Nov' 2025



Here, you will find all of your planned events and scheduled post times for the “Vet Net” social media campaign. You will find information for each event as well as freedom to create and add new content.



SUN	MON	TUE	WED	THU	FRI	SAT
01	02	03	04	05	06	07
			Storytelling Content	Promotional Content	Informational Content	Engagement Content
08	09	10	11	12	13	14
	Promotional Content		Educational Content		Behind-the-Scenes	
15	16	17	18	19	20	21
Trending Content		Interactive Content		Storytelling Content		Informational Content
22	23	24	25	26	27	28
	Engagement Content		Behind-the-Scenes		Educational Content	
29	30	01	02	03	04	05
Interactive Content						