

Editorial Calendar

**Working in a "weather on the 7s" format providing a theme for each portion of the hour to be carried out throughout the entirety of the 36 hours (refer to the basic thematic structure sheet for more information) ALL WEEK-LONG ADS BEGIN POSTING/BOOSTING ONE WEEK PRIOR

Time of Hour	Content Theme
:00	Matches/Challenges/Activities/Unit Shoutout + INSTAGRAM STORY
:20	Alumni Focus/Unit Shoutout + INSTAGRAM STORY
:40	Thank You Shoutout + INSTAGRAM STORY (pre-6 a.m. is more unit shoutouts)

Unscheduled/Plug-in Play Items

- **Match/Challenge Countdowns and Unlocking
- **Major Gift Thank You's (done as they come in)
- **Challenge Winners (post as soon as fund is agreed upon and posted)
- **Virtual Acitivity Submissions/Shoutouts

All Week	Audience	Post Content	All Week (\$100 each)	Facebook	Instagram	Twitter
	Platform Defined (Facebook, Instagram, Twitter)	Main BGD Video		Matches and Challenges	Matches and Challenges	Matches and Challenges
	Boise State Employees (as self-identified on LinkedIn)	Employee Video		IK Video	IK Video	IK Video
	Dependent Upon Targeted Area	Ads as noted to the right and below for social media		BAA - Anna Ostille Photo/Quote	BAA - Anna Ostille Photo/Quote	BAA - Anna Ostille Photo/Quote
			COAS	COAS	COAS	
			COBE	COBE	COBE	
			COED	COED	COED	
			COEN	COEN	COEN	
			COHS	COHS	COHS	
			CID	CID	CID	
			Honors	Honors	Honors	
			SPS	SPS	SPS	
			Veterans	Student Orgs	IBO	
			IBO	Bronco Family Scholarship	Children's Center	
			Children's Center	Band	Spirit Squad	
			Campus Food Pantry	Spirit Squad	Band	

Scheduled and ready to go
Still need to gather copy/graphic/video for production/scheduling
Need Day-Of Content or IG Video to Upload and Post
IG Story — Graphics Loaded, URL Hashtags Day-of
Known, but not scheduled

March 2		Post Content	IG Story
	10 a.m.	Matthew Call to Give	Matthew Call to Give
	4 p.m.	Pro Tips	Pro Tips
	7 p.m.	Kickoff Challenge	Kickoff Challenge
	11 p.m.	Beak Krishna	Beat Krishna

LinkedIn Content	Ads All Week (\$100 each)	March 3	midnight	Post Content	IG Story
	Area		:00	BGD Has Begun	BGD Has Begun
	Matches and Challenges		:20	Kickoff Challenge	Kickoff Challenge
	IK Video		:40	Campus Food Pantry	Campus Food Pantry
BAA - Anna Ostille Photo/Quote		March 3	2 a.m.	Post Content	IG Story
COAS	:00		Climate Education	Climate Education	
COBE	:20		Alumni Legacy Scholarship - Julianne Mori	Alumni Legacy Scholarship - Julianne Mori	

March 3	1 a.m.	Post Content	IG Story
	:00	Blue Thunder	Blue Thunder
	:20	IK Scholarship - Shawna Graphic	IK Scholarship - Shawna Graphic
	:40	Club Sports	Club Sports

March 3	3 a.m.	Post Content	IG Story
	:00	Children's Center	Children's Center
	:20	Andrus Scholars	Andrus Scholars

