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 Unscheduled/Plug-in Play Items Time of Hour **Content Theme** :00 Matches/Challenges/Activities/Unit Shoutout + INSTAGRAM STORY **Match/Challenge Countdowns and Unlocking :20 Alumni Focus/Unit Shoutout + INSTAGRAM STORY **Major Gift Thank You's (done as they come in) :40 Thank You Shoutout + INSTAGRAM STORY (pre-6 a.m. is more unit shoutouts) **Challenge Winners (post as soon as fund is agreed upon and posted) **Virtual Acitivity Submissions/Shoutouts **Post Content** Scheduled and ready to go Audience Facebook Instagram **Twitter** Platform Defined (Facebook. Matches and Matches and Matches and Still need to gather copy/graphic/video for Main BGD Video Instagram. Challenges Challenges Challenges production/scheduling Twitter) IK Video IK Video IK Video Need Day-Of Content or IG Video to Upload and Post All Week **Boise State** Employees (as BAA - Anna Employee Video BAA - Anna Ostille BAA - Anna Ostille self-identified on Ostille IG Story — Graphics Loaded, URL Hashtags Day-of Photo/Quote Photo/Quote LinkedIn) Photo/Quote COAS COAS COAS Known, but not scheduled Ads as noted to the right and Dependent Upon All Week (\$100 each) Targeted Area below for social COBE COBE COBE media COED COED COED **Post Content IG Story** Matthew Call to COEN COEN COEN 10 a.m. Matthew Call to Give Give COHS ICOHS. COHS 4 p.m. Pro Tips Pro Tips CID CID CID 7 p.m. Kickoff Challenge Kickoff Challenge Honors Honors 11 p.m. Beak Krishna Beat Krishna Honors SPS SPS SPS Student Orgs IBO Veterans Bronco Family **IBO** Children's Center Scholarship Children's Band Spirit Squad Center Campus Food Spirit Squad Band Pantry LinkedIn Content midnight **Post Content IG Story** 1 a.m. **Post Content IG Story** Ads All Week (\$100 each) BGD Has Begun :00 Blue Thunder :00 BGD Has Begun Blue Thunder March 3 IK Scholarship -IK Scholarship Area :20 Kickoff Challenge Kickoff Challenge :20 Shawna Graphic Shawna Graphic Campus Food Campus Food :40 Club Sports Matches and Challenges :40 Club Sports Pantry IK Video BAA - Anna Ostille Photo/Quote IG Story **Post Content Post Content** COAS :00 Climate Education Climate Education :00 Children's Center Children's Center March 3 Alumni Legacy Alumni Legacy COBE :20 Scholarship -Scholarship -:20 Andrus Scholars Andrus Scholars Julianne Mori Julianne Mori

All Week Ads	COED			:40	ECHOS Lab	ECHOS Lab			:40		Student Emergency Fund	
, ye	COEN											
W	COHS	COHS		4 a.m.	Post Content	IG Story			5 a.m.	Post Content	IG Story	
₹	CID		March 3	:00	Furthest Gift from Campus	Furthest Gift from Campus		March 3	:00	COEN Success Center	COEN Success Center	
	Honors		Marc	:20	BAA/Athletics	BAA/Athletics		Marc	:20	True Blue Scholarship	True Blue Scholarship	
	SPS			:40	Krishna Video	Krishna Video			:40	COBE Scholarship	COBE Scholarship	
		asive Cybersecurity										
	Employee Video			6 a.m.	Post Content	IG Story			7 a.m.	Post Content	IG Story	
	Student Leaders	Student Leadership		:00	Kickoff Challenge	Kickoff Challenge			:00		BSPR	
	VITA		March 3	:20	Bronco Family Scholarship	Bronco Family Scholarship		March 3	:20	Broncos Supporting Broncos - Andrew Finstuen	Broncos Supporting Broncos - Andrew Finstuen	
				:40	Film Program	Film Program			:40	Thank You - Leslie Durham	Thank You - Leslie Durham	
	10 a.m.	Matthew Call to Give										
8	Noon	Pro Tips		8 a.m.	Post Content	IG Story			9 a.m.	Post Content	IG Story	
March 2	4 p.m.	Beak Krishna	h 3	:00	250th Fac/Staff Gift - Andy/Lutaana Video	250th Fac/Staff Gift - Andy/Lutaana Video		h 3	:00	Who Won First Gift	Who Won First Gift	
	7 p.m.	Kickoff Challenge	March 3	:20	IK Endowed Scholarship - Ashley	IK Endowed Scholarship - Ashley		March 3	:20	Student Health Services Care Fund	Student Health Services Care Fund	
	6 a.m.	Bronco Giving Day is Today		:40	Thank You - Graphic	Thank You - Graphic			:40	Thank You - Children's Center	Thank You - Children's Center	
	10 a.m.	Scholarships										
5 -	Noon	Rec Center Development Fund		10 a.m.	Post Content	IG Story		March 3	11 a.m.	Post Content	IG Story	
March 3	4 p.m.	BSPR	March 3	:00	Future Bronco Challenge	Future Bronco Challenge			:00	Trivia	Trivia	
	7. p.m.	Student Wellness	Mar	:20	Alumni Legacy Scholarship - Kendra Hollar	Alumni Legacy Scholarship - Kendra Hollar			:20	Frank Church Scholars	Frank Church Scholars	
	8 p.m.	Thank You - Matthew		:40	Thank You - JoAnn Lighty	Thank You - JoAnn Lighty			:40	Thank You - Sower Family	Thank You - Sower Family	
	6 a.m.	BGD Continues - Support Boise State Students										
	9 a.m.	Career Services		Noon	Post Content	IG Story			1 p.m.	Post Content	IG Story	
March 4	11 a.m.	BGD Celebration + Car Show Activities	3	:00	Pizza for a Post + Quad Activities	Pizza for a Post + Quad Activities		5	:00	BroncoFit	BroncoFit	
Σ	Noon	Thank You - Graphic or President	March 3	:20	Veterans	Veterans		March 3	:20	SPS Experience Fund	SPS Experience Fund	
	TBD	Final Tally		:40	Thank You - Mark Bannister	Thank You - Mark Bannister			:40	Thank You - Shelly Volsche	Thank You - Shelly Volsche	
						10.01				B (0) ()	10.0	
				2 p.m.	Proces Det	IG Story			3 p.m.	Post Content	IG Story	
				:00	Bronco Pet Challenge	Bronco Pet Challenge			:00	Trivia	Trivia	

March 3		President's True Blue Scholarship - Alex	President's True Blue Scholarship - Alex		March 3	:20	Student Teacher Scholarships - Amber Alexander	Student Teacher Scholarships - Amber Alexander	
	:40	Thank You - Francisco Salinas	Thank You - Francisco Salinas			:40	Thank You - Tim Dunnagan + Unlock	Thank You - Tim Dunnagan + Unlock	
	4 p.m.	Post Content	IG Story			5 p.m.	Post Content	IG Story	
~		Rec Center	Rec Center				After Work	After Work	
March 3	:00	Development Fund	Development Fund		March 3	:00	Challenge	Challenge	
Mar	:20	Venture College	Venture College		Mar	:20	VITA	VITA	
	:40	Thank You - Jennifer Snow	Thank You - Jennifer Snow			:40	Thank You - Allie and Geo	Thank You - Allie and Geo	
	6 n m	Boot Content	IC Story			7 n m	Post Content	IC Story	
	6 p.m. :00	Post Content Spirit Squad	IG Story Spirit Squad		March 3	7 p.m. :00	Post Content Career Services	IG Story Career Services	
March 3	:20	Student Leadership Fund				:20	IK Endowed Scholarship - Jim	IK Endowed Scholarship - Jim	
	:40	"I Cayo" Craphia	"I Cayo" Craphia			:40	Kerns	Kerns Thank You - Film	
	0	"I Gave" Graphic	"I Gave" Graphic			. - -U	Thank You - Film	IIIdiik IUu - Filiii	
	8 p.m.	Post Content	IG Story			9 p.m.	Post Content	IG Story	
	:00	IBO	IBO			:00	MakerLab	MakerLab	
March 3	:20	Alumni Legacy Scholarship - Kaden Henry	Alumni Legacy Scholarship - Kaden Henry		March 3	:20	True Blue Scholarship - Garett	True Blue Scholarship - Garrett	
	:40	Thank You - True Blue Student	Thank You - True Blue Student			:40	Thank You - Eric Scott	Thank You - Eric Scott	
	10 p.m.	Post Content	IG Story		March 3	11 p.m.	Post Content	IG Story	
March 3	:00	All Nighter Challenge	All Nighter Challenge			:00		Climate Education	
Mar	:20	Campus Food Pantry	Campus Food Pantry			:20	Student Organizations	Student Organizations	
	:40	Thank You - Teresa Harder	Thank You - Teresa Harder			:40	Thank You - IBO	Thank You - IBO	
	Midwinks	Dood Contont	IC Chami			4	Post Content	IC Ctom.	
4	Midnight :00	Post Content Cybersecurity	IG Story Cybersecurity		4	1 a.m. :00	Idaho Innocence Project	IG Story Idaho Innocence Project	
March 4	:20	Film Program	Film Program		March 4	:20	SPS Experience Fund	SPS Experience Fund	
	:40	Thank You - Graphic	Thank You - Graphic		March 4	:40	Thank You - Casandra Sipes	Thank You - Casandra Sipes	
	2 a.m.	Post Content	IG Story			3 a.m	Post Content	IG Story	
4	:00	Positive Social Change Fund	Positive Social Change Fund			:00	All Nighter Challenge	All Nighter Challenge	
March 4	:20	Broncos Supporting Broncos	Broncos			:20	Open Educational Resources	Open Educational Resources	
	:40	Thank You - Scholarship Committee	Thank You - Scholarship Committee			:40	ECHOS Lab	ECHOS Lab	

	4 a.m.	Post Content	IG Story			5 a.m.	Post Content	IG Story	
ch 4	:00	Furthest Gift from Campus	Furthest Gift from Campus		4 د	:00	Career Services	Career Services	
March 4	:20	COEN Student Success Center	COEN Student Success Center		March 4	:20	BroncoFit	BroncoFit	
	:40	Thank You - Andy Giacomazzi	Thank You - Andy Giacomazzi			:40	Student Emergency Fund	Student Emergency Fund	
	6 a.m.	Post Content	IG Story			7 a.m.	Post Content	IG Story	
	:00	Athletics	Athletics			:00	Blue Thunder	Blue Thunder	
March 4	:20	Student-Teacher Scholarships - Tessa Smith	Student-Teacher Scholarships - Tessa Smith		March 4	:20	Bronco Family Sholarship	Bronco Family Sholarship	
	:40	Thank You - Tamara Thompson	Thank You - Tamara Thompson			:40	"I Gave" Graphic	"I Gave" Graphic	
	8 a.m.	Post Content	IG Story			9 a.m.	Post Content	IG Story	
		Second-Half Game	Second-Half Game				Post Content	IG Story	
4	:00	Plan	Plan		4	:00	Cybersecurity	Cybersecurity	
March 4	:20	President's True Blue Scholarship	President's True Blue Scholarship		March 4	:20	Alumni Legacy Scholarship - Alexis	Alumni Legacy Scholarship - Alexis	
	:40	Thank You - Krishna	Thank You - Krishna			:40	Thank You - Lisa Gardner	Thank You - Lisa Gardner	
	10 a.m.	Post Content	IG Story			11 a.m.	Post Content	IG Story	
4 -	:00	BGD Celebration + Car Show Activities	BGD Celebration + Car Show Activities		4 -	:00	Trivia	Trivia	
March 4	:20	IK Endowed Scholarship	IK Endowed Scholarship		March 4	:20	Thank You - Mattew Ewing	Thank You - Mattew Ewing	
	:40	Thank You - Jeramiah Dickey	Thank You - Jeramiah Dickey			:40	Procrastinator Challenge	Procrastinator Challenge	
	Noon	Post Content	IG Story			Audience	Post Content		
4	:00	Thank You and Join us for Celebration — President	Thank You and Join us for Celebration — President		11-4	Platform Defined (ALL) - \$175 each for \$700	Final Tally		
March 4	:20	Procrastinator Challenge Winner	Procrastinator Challenge Winner		March	Employees (LinkedIn) - \$100 total	Employee Highlights		
	:40	Scenes from the Celebration	Scenes from the Celebration			Donor List (Facebook) - \$200 total	Final Tally		