



# Week commencing:

**This month's key campaign:**

**Target audience:**

**Top themes:**

**Primary call to action:**

DAY	DATE	PLATFORM	OBJECTIVE	COPY	ASSET	LINK
Monday		FACEBOOK				
		TWITTER				
Tuesday		FACEBOOK				
		TWITTER				
Wednesday		FACEBOOK				
		TWITTER				
Thursday		FACEBOOK				
		TWITTER				
Friday		FACEBOOK				
		TWITTER				
Saturday		FACEBOOK				
		TWITTER				
Sunday		FACEBOOK				
		TWITTER				

**FACEBOOK:**

Image recommendations  
 File type: JPG or PNG  
 Ratio: 1.91:1 to 1:1  
 Resolution: At least 1080 x 1080 pixels

Text recommendations  
 Primary text: 125 characters  
 Headline: 40 characters  
 Description: 30 characters

**TWITTER:**

Image recommendations  
 File type: JPG or PNG  
 Resolution: 1920x1080

Text recommendations  
 Primary text: 280 characters  
 With link: 257 characters