

Social Media Marketing Plan



DATE	MESSAGE + TIME	PLATFORMS
THURSDAY, FEBRUARY 27	Save-the-Date	FACEBOOK, LINKEDIN, YOUTUBE, X, THREADS, TIKTOK, INSTAGRAM
TUESDAY, MARCH 4	DDOG-Themed Impact Video	FACEBOOK, LINKEDIN, YOUTUBE, X, THREADS, TIKTOK, INSTAGRAM
THURSDAY, MARCH 13	Two Weeks Out	FACEBOOK, TIKTOK, THREADS, INSTAGRAM
THURSDAY, MARCH 20	2:00 p.m. Hype Video	FACEBOOK, LINKEDIN, YOUTUBE, X, TIKTOK, INSTAGRAM
WEDNESDAY, MARCH 26	1 Day Away/Day Before	FACEBOOK, LINKEDIN, X, THREADS, TIKTOK, INSTAGRAM
THURSDAY, MARCH 27	6:00 a.m. It's Dawg Day of Giving!	FACEBOOK, YOUTUBE, X, THREADS, TIKTOK, INSTAGRAM
THURSDAY, MARCH 27	9:00 a.m. Influencer Content	FACEBOOK, X, THREADS, INSTAGRAM

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THURSDAY, MARCH 27	10:30 a.m. General DDOG Content	FACEBOOK, YOUTUBE, X, TIKTOK, INSTAGRAM
THURSDAY, MARCH 27	11:30 a.m. Influencer Content	FACEBOOK, X, THREADS, INSTAGRAM
THURSDAY, MARCH 27	12:00 p.m. Campus Events Spotlight	FACEBOOK, LINKEDIN, X, THREADS, INSTAGRAM
THURSDAY, MARCH 27	12:30 p.m. DDOG-Themed Impact Video	FACEBOOK, INSTAGRAM
THURSDAY, MARCH 27	1:30 p.m. General DDOG Content	FACEBOOK, X, TIKTOK, THREADS, INSTAGRAM
THURSDAY, MARCH 27	2:30 p.m. Campus Events Spotlight	FACEBOOK, X, THREADS, INSTAGRAM
THURSDAY, MARCH 27	3:30 p.m. Influencer Content	FACEBOOK, X, THREADS, INSTAGRAM

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THURSDAY, MARCH 27	4:30 p.m. General DDOG Content	FACEBOOK, YOUTUBE, X, TIKTOK, THREADS, INSTAGRAM
THURSDAY, MARCH 27	5:00 p.m. Influencer Content	FACEBOOK, INSTAGRAM, X, THREADS
THURSDAY, MARCH 27	6:30 p.m. General DDOG Content	FACEBOOK, INSTAGRAM, X, THREADS
THURSDAY, MARCH 27	7:00 p.m. Influencer Content	FACEBOOK, X, TIKTOK, INSTAGRAM
THURSDAY, MARCH 27	8:00 p.m. Campus Events Spotlight	FACEBOOK, X, THREADS, INSTAGRAM
THURSDAY, MARCH 27	10:30 p.m. Influencer Content	FACEBOOK, INSTAGRAM, X, THREADS
THURSDAY, MARCH 27	11:30 p.m. General DDOG Content	FACEBOOK, INSTAGRAM, THREADS, X

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FRIDAY, MARCH 28	THANK YOU!	TBD