

Social Media Marketing Plan



DATE	MESSAGE + TIME	PLATFORMS
SUNDAY, MARCH 15	Save-the-Date	FACEBOOK, INSTAGRAM, X
WEDNESDAY, MARCH 18	DDOG-Themed Impact Story	FACEBOOK, INSTAGRAM, LINKEDIN
SUNDAY, MARCH 22	DDOG-Themed Impact Story	FACEBOOK, INSTAGRAM
WEDNESDAY, MARCH 25	Day Before Influencer Video	FACEBOOK, INSTAGRAM, X
THURSDAY, MARCH 26	Midnight Hype Video	FACEBOOK, LINKEDIN, X
THURSDAY, MARCH 26	Midnight Did you hear the news? It's Dawg Day of Giving!	INSTAGRAM
THURSDAY, MARCH 26	6:00 a.m. Nostalgic Post	FACEBOOK

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THURSDAY, MARCH 26	6:00 a.m. Wake Up! Post	THREADS
THURSDAY, MARCH 26	6:00 a.m. Hairy Dawg + Spike Video	INSTAGRAM
THURSDAY, MARCH 26	8:00 a.m. Student Impact Story	FACEBOOK, INSTAGRAM
THURSDAY, MARCH 26	10:00 a.m. Hairy Dawg + Spike Video	FACEBOOK, LINKEDIN, X
THURSDAY, MARCH 26	10:00 a.m. General DDOG Content	INSTAGRAM
THURSDAY, MARCH 26	10:00 a.m. General DDOG Content	THREADS
THURSDAY, MARCH 26	12:00 p.m. Influencer Content	FACEBOOK, INSTAGRAM

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THURSDAY, MARCH 26	2:00 p.m. DDOG-Related Video	FACEBOOK
THURSDAY, MARCH 26	2:00 p.m. DDOG-Related Video	INSTAGRAM, X
THURSDAY, MARCH 26	4:00 p.m. General DDOG Content	FACEBOOK, INSTAGRAM, X
THURSDAY, MARCH 26	6:00 p.m. Influencer Content	FACEBOOK, INSTAGRAM, X
THURSDAY, MARCH 26	8:00 p.m. General DDOG Content	INSTAGRAM
THURSDAY, MARCH 26	10:00 p.m. General DDOG Content	X
THURSDAY, MARCH 26	10:00 p.m. General DDOG Content	FACEBOOK, INSTAGRAM, THREADS

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FRIDAY, MARCH 27	THANK YOU!	FACEBOOK, INSTAGRAM, LINKEDIN, X, THREADS