

Four-Channel Social Content Calendar

State-sponsored 529 college savings plan · January 2021 · LinkedIn, Facebook, X/Twitter, Instagram

Written by Monica Vendituoli for a Communications Strategy Group client

Client anonymized. A real calendar I wrote and managed. The plan's name, its partners, and its URLs have been replaced with generic placeholders. Copy, channel differentiation, and campaign structure are unchanged.

The problem this calendar solves

A 529 plan has one message — start saving early — and four audiences who need to hear it differently. Parents of toddlers are on Facebook, parents of high school seniors respond to urgency, employers are on LinkedIn, and Instagram wants a story arc, not a paragraph. Every theme below is written four times rather than copy-pasted, and the calendar carries a separate Story Copy + CTA column so the Instagram version is designed as frames from the start.

January 2021 — selected rows

DATE	CHANNEL	THEME	POST COPY
Dec 28	LinkedIn	Executive Q&A — new book on saving for college	Before [Executive] became the Chief Operating Officer at [Nonprofit Partner], she worked multiple jobs to repay her student loans and save for her son's college expenses. Learn more about saving for college in this Q&A with [Executive] about her new book. [LINK] #savingforcollege #529plans #investmentmanagement
Dec 28	X/Twitter	Executive Q&A	[Executive], the Chief Operating Officer at [Nonprofit Partner], knows how challenging it can be to save for college. Prior to becoming COO, she worked multiple jobs to save for her son's college expenses and to repay her own loans. Read a Q&A on her new book about college savings here: [LINK] #savingforbaby #529plans #collegesavings
Dec 28	Facebook	Executive Q&A	Before taking on her current role, [Executive], the Chief Operating Officer at [Nonprofit Partner], worked multiple jobs to save for her son's college expenses and to repay her own loans. Learn more about her advice on paying for college in this Q&A on her new book about college savings here: [LINK] #savingforbaby #529plans #collegesavings
Jan 1	Facebook	New Year	Happy New Year! Ready to start thinking about your child's college savings plan? Get the year off to a great start with a [Plan] college savings plan. [LINK]
Jan 1	LinkedIn	New Year	Make 2021 the beginning of something great! Start the new year right by saving for college with a tax-free [Plan]! #529Plans #CollegeSavings

DATE	CHANNEL	THEME	POST COPY
Jan 1	X/Twitter	New Year	Happy 2021! Why not start off the new year with a new college savings plan? Check out [Plan]'s tax-free plans! #529Plans #CollegeSavings
Jan 1	Instagram	New Year <i>3-frame story</i>	Happy 2021! Make it a great year with a new college savings plan! Click the link in our bio to learn about [Plan]'s tax-free college savings plan. #Inspiration #Motivation #Success #Life #InstaGood #Goals #Encouragement #Mindset #HappyLife Story frames: 1. Happy New Year! · 2. Start 2021 with a college savings plan · 3. [Plan] logo + CTA
Jan 3	Facebook	Last-call list for high school seniors	Tell them secrets. Hold them close. Our Parents' Bucket List for senior year in high school shares what one parent wishes she had done before her kids went to college. Check it out: [LINK]
Jan 3	LinkedIn	Last-call list	They'll be grown and flown before you know it! Our Parents' Bucket List for senior year in high school shares what one parent wishes she had done before her kids went to college. Check it out. #CollegeBound #Parenting #CollegePlanning
Jan 3	X/Twitter	Last-call list	If you have a high school senior, here's your last call list! Discover what one parent wishes she had done before her kids went off to college. #CollegeBound #Parenting #CollegePlanning
Jan 6	LinkedIn	Webinar registration	Worried about the path to college? Register now for a free webinar to hear experts from our program manager discuss the best savings plans for your family, the benefits of higher education and saving for college with the [Plan] College Savings Plan. #529CollegeSavings #529Webinar
Jan 6	X/Twitter	Webinar registration	The path to college isn't easy. Saving for it can be with a [Plan] College Savings Plan. Join a free webinar with experts at our program manager about how to save and the best savings plans for your family. Register now! #529CollegeSavings #529Webinar
Jan 6	Facebook	Webinar registration	We're here to help smooth your path to college! Register for [Plan]'s free webinar and learn from experts about saving for college, the best savings plan for your family, and the benefits of higher education. [LINK]

Columns the working file carried

- **Background** — the reasoning behind each post, so a reviewer never had to ask why it existed.
- **Post copy** — written per channel, not adapted after the fact.
- **Link** — the exact destination URL for tracking.
- **Graphic copy** — the text the design team needed to place on the asset.
- **Story copy + CTA** — frame-by-frame direction for Instagram Stories.
- **Feedback column** — reviewers initialed edits in-line, which kept revision history in one file.

