**Meatless Monday Weekly Social Media Sample Schedule**

**Week:** September 13-19, 2021

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| --- | --- | --- | --- | --- | --- | --- |
| **Monday, Sept. 13** | **Tuesday, Sept. 14** | **Weds., Sept. 15** | **Thurs., Sept. 16** | **Friday, Sept. 17** | **Sat., Sept. 18** | **Sunday, Sept. 19** |
| 1. Monday story takeover
2. Story repost of all participant’s submissions
3. Feed post announcing the giveaway prize and informing about the campaign
 | 1. Post the winner of the giveaway on story
 |  |  | 1. Fact Friday! Post an infographic on feed
 |  | 1. Post announcing the next days’ Meatless Monday Challenge
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**Examples of post types:**

* Team member takeover
* Reposts of participant submissions
* Announcements about campaign and giveaway prizes
* Posts about participating restaurants/businesses
* Posts about environmental facts and/or current environmental issues
* Posts promoting Meatless Monday Challenge
* Posts about your Meatless Monday team, i.e. Team Member Spotlights

**Create Your Own Schedule!**

**Week:**

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| --- | --- | --- | --- | --- | --- | --- |
| **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** | **Sunday** |
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