Example Content Calendar for "Food Right Meow"

Date	Platforms Included	Content Category	Post Copy	Post Graphic/Photo/Video	Link (if applicable)	Trending #'s	Post Success one month from publish date
Monday 9/19	Facebook Instagram	Company Culture (Photos)	Snickers had to have his "Food Right Meow" first thing this morning when he woke up our Flavor Specialist, Lissa at 3am. Only cat moms and dads can relate! 😅 Check out our latest cat food flavors!		www.foodrightmeow.com/flavors	#catfood #catmom #catdad #petparent +Instagram Only: #catstagram #catsofinstagram #petsofinstagram	Fill this out once your post has had some time to live on your feed. Include number of impressions, engagements, reactions, and link clicks when applicable.
Tuesday 9/20	LinkedIn	Infographic	Our formula is specially designed with vets and pet-owners in mind. Find out what makes our cat food so delicious and nutritious!		www.foodrightmeow.com/about	#VetRecommended #Catfood #HealthyCatFood #OrganicPetFood #NonGMO	Fill this out once your post has had some time to live on your feed. Include number of impressions, engagements, reactions, and link clicks when applicable.
Wednesday 9/21	Twitter	Third-Party (News)	Did you know that 55% of cats in the US are obese or overweight? Prevent obesity-related issues with our Vet-Approved Pet Food!	Embedded in Link https://www.dosomething.org/us/facts/11-facts-about-pet-obesity#fnref1 dosomething.org 11 Facts About Pet Obesity Everyone can reply	https://www.dosomething.org/us/facts/11-facts-about-pet-obesity#fnref1	#PetObesity #PetHealth #CatMom #CatDad	Fill this out once your post has had some time to live on your feed. Include number of impressions, engagements, reactions, and link clicks when applicable.

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