



Challenge #6

Distribution and Promotion

MAKING SOCIAL VIDEO WORK FOR YOU: A TOOLKIT FOR GETTING STARTED

@2018

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BEFORE YOU START

- Be sure you have read all of the content on the webpage (PART 6: DISTRIBUTION AND PROMOTION).
- Use the calendar on the next page to schedule all of your posts across a week.
- Print out 4 or 8 of the calendars to organise your activity over a month or 2.
- In the future you will likely prefer to use an excel sheet so you can easily make edits, include the actual text you will post, and the text for other non-video related tweets etc., but this template should help keep it simple to get you started.

CONTENT CALENDAR - W/C: _____ MONTH: _____ YEAR: _____



ITEMS	Monday	Tuesday	Wednesday	Thursday	Friday
VIDEO NAME VIDEO FORMAT VIDEO HEADLINE					
CHANNEL: - FACEBOOK - TWITTER - INSTAGRAM - LINKEDIN					
RECORDED LIVE STORIES					
CTA LINK ACTION EXPECTED					
CROSS PROMOTION TARGETED AD (INCLUDE AUDIENCE SEGMENT)					