Week's calendar — 42 posts

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11 brands, 6 networks · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **Scheduled, never published:** all 42 await the editorial lead's green light.

The slots, brand by brand

Brand	Networks	Slots chosen	What justifies them
Maison Brivet · food	3	Tuesday and Thursday 11:30	**2.4 times the engagement** of other slots, over 12 months
Kelpie · fashion	4	**Thursday and Sunday 8 p.m.**	**Sunday evening carries 31 % of weekly engagement** — avoided for want of evening cover
Cap Vezelac · tourism	2	Pace doubled in week 12	Booking peak **a fortnight before the spring holidays**

> **No general social media rule is applied.** The hours that work for one brand don't work for the next: every slot comes from that brand's own figures.

Gaps, flagged rather than filled

Brand	Date	What's missing	Warning
Kelpie	Sunday 22nd	**The brief stops on the 19th**	**6 days ahead**
Maison Brivet	Thursday 26th	Product visual not supplied	8 days ahead
Cap Vezelac	Tuesday 24th	Seasonal prices not settled	7 days ahead

A filler post costs more than a gap: it consumes reach and brings nothing. The gap is flagged early enough for the material to be requested.

Time

Task	Before	After
Preparing the weekly calendar	60 % of the time	**18 %**

For the studio to settle

Warning period for a calendar gap: _____ days

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