



# Editorial calendar — six weeks

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28 posts paced, ready to schedule · fictional document

## Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

**Fictional document**, produced for the demonstration. **The editorial calendar is the plan of what gets published, on which network and on which day.** Every slot carries its visual, already adapted to the right format, and its caption. **The agent schedules nothing: scheduling remains a human act.**

## The pacing, network by network

| Network   | Volume                      | Slot                           | Evidence behind it                                        |
|-----------|-----------------------------|--------------------------------|-----------------------------------------------------------|
| Instagram | 14 posts, 6 of them stories | Tuesday and Thursday 6:30 p.m. | 2.4 times the account's average engagement over 12 months |
| Facebook  | 9 posts                     | Saturday morning               | The slot when the audience plans its day                  |
| LinkedIn  | 5 posts                     | Tuesday 8 a.m.                 | <b>Aubevert Pro angle, never a promotional offer</b>      |

## The two peaks

| Peak                                      | Week      | Why it matters                                                          |
|-------------------------------------------|-----------|-------------------------------------------------------------------------|
| Campaign launch                           | W1        | Carries the argument, opens the mechanic                                |
| <b>Announcement of the amount donated</b> | <b>W6</b> | <b>The one that gets forgotten, and the one that brings people back</b> |

## What the calendar changes for the 34 stores

| Finding                                   | Before                               | After                                                                   |
|-------------------------------------------|--------------------------------------|-------------------------------------------------------------------------|
| <b>Off-brand visuals posted by stores</b> | <b>6 last quarter</b>                | <b>Ready material in the right format: they post more, and on brand</b> |
| Local posting frequency                   | Irregular, depending on availability | Paced, with material supplied ahead                                     |
| Production step between decision and post | Always                               | <b>Removed: visual and caption are in the slot</b>                      |

**What is proposed:** the following month's calendar prepared on the 20th, adapted visuals included, for arbitration. **The agent schedules nothing:** it is your scheduler, your credentials, your decision.

## For the company to decide

Person authorised to schedule posts: \_\_\_\_\_

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