



Editorial calendar — six weeks

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28 posts paced, ready to schedule · fictional document

Fictional document — demonstration example

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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.	Aubevert Pro angle, never a promotional offer

The two peaks

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

What the calendar changes for the 34 stores

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

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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