Editorial calendar — six weeks

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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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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