## **Example Tobacco Control Agency Social Media Editorial Calendar Creation Process**

30 business days before month start	•PR team delivers social media post concepts in holistic calendar view to Social Media Specialist (SMS)
29 business days before month start	•SMS and team provided feedback/approval on calendar concepts for the month
15-28 business days before month start	●PR team to create editorial calendar copy & design
14 business days before month start	<ul> <li>PR team delivers editorial calendar to SMS and team for review (including sources)</li> <li>Once approved SMS sends Social Media Editorial Board for review</li> </ul>
11 business days before month start	•SMS cleans up feedback from Social Media Editorial Board and returns to PR team for edits
8 business days before month start	PR team delivers revised editorial calendar to SMS and team SMS and team provide editorial calendar to Office of Public Affairs for approval
3-5 business days before month start	•PR team makes any revisions identified by Office of Public Affairs
2 business days before month start	<ul> <li>PR team delivers revised editorial calendar to SMS and team for final approval</li> <li>SMS and team approves and schedules posts</li> </ul>