

MAY 2023

CONTENT CALENDAR FOR SPRING OPEN STUDIO WEEKEND

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9 Create blog post	10	11 Create Facebook event	12	13
14	15	16 Save the date email • Production in progress, story • Talking points, incentives	17 Social post • Production in progress, story	18	19	20
21 Boost Facebook event and top event related post	22 Social post • Production in progress	23 Teaser email • Event details • Favorite pieces so far	24	25 Social post • Studio tour video? • Excited to welcome people	26 Launch • Email • Social	27 Social post • This event is so fun Open Studio Weekend
28 Thanks and last call email or social post Open Studio Weekend	29 Social post • Thanks, testimonial	30	31 Thank you and looking ahead email	1	2	3