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Wednesday, April 24, 2019 - Thursday, May 9, 2019

WEEK 1 (April 24 - 30)					
Date	Post Content	Social Media	Media	Primary CTA	Sample CTA Post Copy
Wednesday, April 24	Save the Date post - WOCD is coming up in 2 weeks, stay updated and follow us on social media for quizzes and WOCD highlights		Image	Share	Share to spread the word about World Ovarian Cancer Day!
			Image	Learn More	Visit our website for more information.
			Image	Share Story	Post on your story to spread the word!
Thursday, April 25	Quiz 1 - "EW Study Findings" test (Q & A Quiz)		Image	Visit Website	Visit the website to test your knowledge.
			Image	Visit Website	Test your knowledge on our website!
			Story	Visit Website	Swipe up to test your knowledge!
Friday, April 26	#FactFriday - A summary of results from Quiz 1		Carousel	Tag a Friend	Share the knowledge. Tag your friends!
			Image	Retweet	Retweet to spread the word!
			Gallery	Tag a Friend	Tag a friend to share the knowledge.
Saturday, April 27	Quiz 2 - Facts & Figures test (Multiple Choice Quiz), Post all questions 1 - 4		Poll	Answer poll	Answer the poll to test your knowledge!
			Poll	Retweet	Share your results.
			Story - Poll	Answer poll	Test your Ovarian Cancer Knowledge!
Sunday, April 28	Summary of results from Quiz 2		Carousel	Share	Share to raise awareness.
			Image	Retweet	Retweet to spread the word!
			Image	Tag a Friend	Tag your friends!
Monday, April 29	Quiz 3 - Risk Factors (True and False Quiz), Post all questions 1 - 4		Poll	Answer poll	Test your knowledge in our poll.
			Poll	Share Results	Spread the knowledge.
			Story - Poll	Answer poll	Test your knowledge today!
Tuesday, April 30	Summary of results from Quiz 3		Image	Share	Share to raise awareness.
			Image	Retweet	Retweet to spread the word!
			Gallery	Tag a Friend	Tag your friends!

















World Ovarian Cancer Day Social Media Calendar

Wednesday, April 24, 2019 - Thursday, May 9, 2019

WEEK 2 (May 1 - 9)					
Date	Post Content	Social Media	Media	Primary CTA	Sample CTA Post Copy
Wednesday, May 1	Quiz 4 - Symptoms (Multiple Choice Quiz)		Poll	Share	Share with your friends to test their knowledge!
			Poll	Answer poll	Test your knowledge in the poll.
			Story - Poll	Answer poll	Answer the poll to test your knowledge!
			Image	n/a	n/a
Thursday, May 2	#ThrowbackThursday - A series of images highlighting the events from past WOCD		Carousel	Use Hashtag	Share and use the hashtag #ovariancancerday #sharethepower
			Image	Tag a Friend	Tag a friend who supports World Ovarian Cancer Day.
			Story	Share	Show how you want to support World Ovarian Cancer!
			Image	Share	Share to raise awareness.
Friday, May 3	#FactFriday - A summary of the answers and facts from Quiz 4		Image	Share	Share the knowledge!
			Image	Retweet	Retweet to raise awareness.
			Image	Tag a Friend	Share the knowledge. Tag your friends!
			Image	Learn More	Visit the website to learn more.
Saturday, May 4	Missed our Quizzes? Click the link to try our online quizzes to test your knowledge		Gif	Share post	Quiz your knowledge on ovarian cancer.
			Gif	Retweet	Check out our website to quiz your knowledge.
			Story	Learn More	Check out our website to test your knowledge!
			Image	Learn More	Visit website to learn more.
Sunday, May 5	3 day countdown until WOCD		Image	Share	Show us your teal moment.
			Image	Retweet	Retweet to spread the word.
			Image	Tag a Friend	Tag your friends to share.
			Image	Share	Share to spread the word.

World Ovarian Cancer Day Social Media Calendar

Wednesday, April 24, 2019 - Thursday, May 9, 2019

Date	Post Content	Social Media	Media	Primary CTA	Sample CTA Post Copy
Monday, May 6	2 day countdown until WOCD		Image	Learn More	Visit our website to learn more.
			Image	Retweet	Retweet to spread the word.
			Image	Tag a Friend	Take a selfie and tag a friend!
			Image	Share	Share to raise awareness.
Tuesday, May 7	1 day countdown until WOCD		Gif	Share	Show us how your getting involved.
			Gif	Share	Share how you are getting involved to spread the word.
			Story - Countdown	Use the Hashtag	Use the hashtag to show us how your getting involved.
			Image	Share	Share to spread the word.
Wednesday, May 8	Two different posts will be posted on this day: First post earlier in the day: Celebrate World Ovarian Cancer with us! Second post later in the day: Post summary of signs & symptoms to raise awareness		Image	Share	Share to show us how your celebrating and check out the Power Plavlist.
				Share	Use the hastag to bring awareness of the signs and symptoms
			Image	Share	Post to show us how your celebrating this day.
				Share	Post to show us how your building awareness
			Gallery	Use the Hashtag	Use the hashtag how your celebrating and spreading the word.
				Tag a Friend	Tag a friend to show how your building awareness.
	Image	Tag a Friend	Tag a friend to show how your celebrating WOCD!		
		Share	Share to raise awareness		
Thursday, May 9	Thank you post - Thanking the participants for sharing their stories and building awareness		Image	Learn More	Learn more on how to support World Ovarian Cancer Day!
			Image	Learn More	Learn more and visit our website for updates!
			Image	Learn More	Learn more and visit our website for updates!
			Image	Learn More	Learn more and visit our website for updates!