

## Sample Preseason Calendar

- **What it Is:** A sample pre-season social media calendar, building excitement for the first game and beyond
- **How to Use It:** Use the suggestions as inspiration to build your own calendar for each sport
- **Takeaways:** Post consistently, giving your followers a mix of fun, engaging and informational content!

S	M	T	W	T	F	S
		1 Countdown to Football Season with full schedule	2 Welcome new players and coaches	3 Get to Know: Head Coach (video)	4 Sneak peek: Workout video (no template)	5
6	7 Countdown to Football Season	8 Get to Know: Players (video)	9 Post a Spotify playlist of the team's favorite songs	10 Coach's Spotlight	11 Preseason Ranking, team GPA, or another team win	12
13	14 Countdown to Football Season	15 Get to Know: Players (video)	16 Sneak peek: Practice video (no template)	17 Get to Know: Coach (video)	18 Remember the Big Play (Last season video)	19
20	21 Countdown & This Week Template: 5-day schedule	22 Countdown & Cheerleader/ Pep Rally Hype video	23 Countdown & Game prep and info: Video or photo of field	24 Countdown & Get to Know: Team Captain (video)	25 Game Day, Big Play, Stats, and Final Score	26 Next Game
27	28 This Week Template: 5-day schedule	29 Player Hype video	30 Game prep and info: Video or photo of volunteers	31 Get to Know: Team Captain or Senior (video)	1 Game Day, Big Play, Stats, and Final Score	2 Next Game