



Messaging Calendar



Seniors

Messages to send
month-by-month to your
next class in Scoir

Fall

Content Calendar

	<i>Followers</i>	<i>Applying</i>	<i>Applied</i>
August	Thanks for Following	Check us Out on Social	Check us Out on Social
September	Schedule a Campus Visit	Campus Spotlight	Campus Spotlight
October	Early Decision Deadline Reminder	Early Decision Deadline Reminder	Course Spotlight
November	FAFSA Filing	FAFSA Filing	FAFSA Filing
December	Application Deadline Reminder	Application Deadline Reminder	Happy Holidays

Spring Content Calendar

	<i>Followers</i>	<i>Applying</i>	<i>Applied</i>
January	Student Stories	Student Stories	Student Stories
February	Course Spotlight	Course Spotlight	Weekends on Campus
March	Alumni Stories	Campus Traditions	Campus Traditions
April			Alumni Stories

Juniors

Messages to send
month-by-month in Scoir
to build brand affinity

Fall

Content Calendar

Messages to send Juniors each month

	<i>Followers</i>
August	Thanks for Following
September	Exploring Academic Majors
October	Homecoming and Campus Life
November	Student Clubs and Sports
December	Happy Holidays

Spring Content Calendar

Messages to send Juniors each month

	<i>Followers</i>
January	Watch a Virtual Campus Tour
February	How to Find the Right College
March	Check us Out on Social
April	Student Stories
May	Schedule a Campus Visit

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