



CAFII LinkedIn Social Media Calendar

MONTH	SUBJECT	AUTHOR/APPROVE BY	DESCRIPTION	VIDEO/IMAGES INCLUDED	LINKS INCLUDED	PUBLISH DATE
January Week 1	Announcing the CAFII company page	David/Keith/Brendan	Short message noting the first day of the CAFII page and what it will hope to achieve		Website link	Tuesday, January 3
January Week 1	News Review highlights	Jake/Keith/Brendan	Short comment about one or two of the news items from the Friday News Digest			Thursday, January 5
January Week 2	Upcoming CAFII events	Keith/Brendan	Promote upcoming events in January/February such as webinars, etc	Logos of speaker company if appropriate		Tuesday, January 10
January Week 2	News Review highlights	Jake/Keith/Brendan	Short comment about one or two of the news items from the Friday News Digest			Thursday, January 12
January Week 3	Thought leadership piece	David/Keith/Brendan	Opinion piece about an issue of importance to the CPI or Travel insurance industry		Website link	Tuesday, January 17
January Week 3	News Review highlights	Jake/Keith/Brendan	Short comment about one or two of the news items from the Friday News Digest			Thursday, January 19
January Week 4	CAFII News	David/Keith/Brendan	Short comment about something newsworthy at CAFII (new blog, news release, etc.)		Link to appropriate source	Tuesday, January 24
January Week 4	News Review highlights	Jake/Keith/Brendan	Short comment about one or two of the news items from the Friday News Digest			Thursday, January 26
January Week 5	Consumer Protection Video	David/Keith/Brendan	Describe and promote the Consumer Protection video on the CAFII website as a good source of		Link to video	Tuesday, January 31
January Week 5	News Review highlights	Jake/Keith/Brendan	Short comment about one or two of the news items from the Friday News Digest			Thursday, February 2
February Week 1						
February Week 1						
February Week 2						