



TRACY HAZZARD'S 42X PODCAST SOCIAL PLAN EXAMPLE

| SOCIAL CHANNEL | LINKEDIN | TWITTER or THREADS | INSTAGRAM | FACEBOOK | PINTEREST or TIKTOK | YOUTUBE |
|----------------|-------------|--------------------|-------------|-------------|---------------------|--------------|
| SCHEDULE | 1 post/day | 1 post/day | 1 post/day | 1 post/day | 1 post/day | 1 post/day |
| FREQUENCY | 7 Days/Week | 7 Days/Week | 7 Days/Week | 7 Days/Week | 7 Days/Week | 3+ Days/Week |

Example Types of Social Assets:

1. [Ego Bait Guest](#)
2. Episode Art ([blog square](#))
3. Quote Graphic ([guest](#) or [host](#) or both)
4. [Video Clip <60 sec](#)
5. [Video Clip <30 sec](#)
6. [Video Clip 1-3 minutes](#)
7. Evergreen (*reshare of best performing social asset from prior episodes*)

Note: [Audiograms](#) may be substituted for video ONLY IF there is no video available.

WEEKLY POSTING SCHEDULE – Up to 42 Shares of your podcast show/episodes per week!

| | MON | TUES | WED | THURS | FRI | SAT | SUN |
|-------------------|---------------------|------------------------|-----------------|-------------------------|--------------------|----------------------------|--------------------|
| LINKEDIN | Ego Bait | Video Clip <60s | EP Art - Blog | Quote Guest/Host | Video Clip <30s | EVERGREEN | Video Clip 1-3m |
| TWITTER/ THREADS | EVERGREEN | Ego Bait | Video Clip <60s | EP Art - Blog | Quote Guest/Host | Video Clip <30s | EVERGREEN |
| INSTAGRAM | EVERGREEN | Video Clip 1-3m (IGTV) | Ego Bait | Video Clip <60s (REELS) | EP Art - Blog | Quote Guest/Host (STORIES) | Video Clip <30s |
| FACEBOOK | Video Clip <30s | EVERGREEN | Video Clip 1-3m | Ego Bait | Video Clip <60s | EP Art - Blog | Quote Guest/Host |
| PINTEREST/ TIKTOK | Quote Guest/Host | Video Clip <30s | EVERGREEN | EVERGREEN | Ego Bait | Video Clip <60s | EP Art - Blog |
| YOUTUBE | Full Length Episode | Video Clip <60s | Video Clip <30s | PAST EP Video Clip | PAST EP Video Clip | PAST EP Video Clip | PAST EP Video Clip |