**Tar Heal Tuesday Influencer Calendar**

Use this calendar as a guide of suggested times to post on social media.

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| Date | Type of Communication | Time |
| Tuesday, November 14 | * Post a Save the date message on FB, Twitter and/or Instagram | All day |
| Tuesday, November 21 | * Update Facebook profile photos with temporary photos | All day |
| Monday, November 27 | * Post on social media telling reminding your audience tomorrow is the day. | 7 a.m.  4 p.m. |
| Tuesday, November 28 | * Post kickoff video to your social channels, email or text friends and family asking them to make gifts, make a gift yourself, etc. This is your day – HAVE FUN! | 8 a.m.  1 p.m.  5 p.m.  8 p.m. |
| Wednesday, November 29 (or Thursday, November 30) | Post a thank you message if you’d like. |  |