



EDITORIAL CALENDAR

Date	Target Audience	Content	Hashtags	Open Rate	FB: Reach
8-Jan-19	Live Theater Enthusiasts	Six Live Theater Events	#reallivetheater	35.30%	423
15-Jan-19	Live Music Enthusiasts	Five Live Shows Downtown Olympia You Don't Want to Miss...	#olymusicscene #olylivemusic #downtownolympialive	31%	
21-Jan-19	Downtown Employees/Business Owners/LunchTime	Last Minute Lunches Downtown. Fast. Under \$10 & Absolutely Delicious.	#fastfoodfreshfood	33.40%	687
28-Jan-19	Art Enthusiasts, Day Trippers	Get to Know the City of Olympia's Public Art Collection	#artdowntownolympia	35%	479
5-Feb-19	Shoppers	Downtown Olympia To the Rescue! We've Got Your Valentine's Day Covered! The Ultimate Downtown Shopping Guide is Here!	#giftgivingguide	28%	650

Date	Target Audience	Content	Hashtags	Open Rate	FB: Reach
11-Feb-19	Downtown Business Owners, Downtown Shoppers	The City of Olympia Shares News & Information about Safety Teams and Clean Teams	#cleanand safe	26%	770
19-Feb-19	Beards. Barber Shops and Bad Ass Mustachios.	The Olympian Barbershop: Carrying a Traditional Aesthetic into the Modern Era	#beardlove #oldestbarbership #barber #barberlife #menshair #hottowelstraightrazor #menshair #beardtrim	33%	5,153
25-Feb-19	Hipsters, Folks who work downtown	Happy Hour Hot Spots Downtown	#downtownolympia #experiencelocal #buylocal #shoplocal #visitolympia #lovemydowntown #experienceolympia #decidedlydifferent #thatssoolympia #happyhouroly	32%	1,595
4-Mar-19	Antique Enthusiasts	Create Olympia's Antique Treasure Map and Story. Meet a few owners. Shopping guide one-page pdf/map. Challenge game style.	#olympiantiquehunters #olyantiques #treasureseekersolympia	30%	1,048
11-Mar-19	Live Theater Enthusiasts	Six Live Theater Events	#reallivetheater	27%	313
18-Mar-19	Shoppers	OlyThird Thursday		28.50%	

Date	Target Audience	Content	Hashtags	Open Rate	FB: Reach
25-Mar-19	Book Lovers	Book Worms! Profile of bookshops/stores that sell books		29%	407
1-Apr-19	Runners	Run and Have Fun in Downtown Oly (Running and Beer)		28%	2,172
8-Apr-19	Urban Dwellers	Why I Live Downtown		29%	1,362
15-Apr-19	Shoppers	OlyThirdThursday Specials		25%	
22-Apr-19	Art Lovers, Day Trippers	Arts Walk		27%	
29-Apr-19	Runners	Capital City Marathon Profile/Story		29.83%	
6-May-19	Dads and Grads: Eating Out with Large Groups				Head Brev
13-May-19	Friends Night Out				Mother
20-May-19	Live Music Enthusiasts				Gradu
27-May-19					Father