



Cross-Platform Content Sharing Template

Project Name:

[Name of the Project]

Team Members:

[List of Team Members and Their Roles]

Project Duration:

[Start Date] - [End Date]

1. Content Calendar Overview

Month: [Month/Year]

Date	Content Type	Platform	Content Description	Media Format	Post Time	Additional Notes
2024-08-01	Product Teaser	Instagram	"Exciting news! Stay tuned for our latest launch!"	Image (Graphic)	10:00 AM	Use Instagram Stories too

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		TikTok	"Sneak peek of what's coming! #NewProduct"	Video	11:00 AM	Use trending sound
2024-08-05	Behind-the-Scenes	Instagram	"Behind the scenes of our latest project."	Video	2:00 PM	Tag team members
		TikTok	"A day in the life at [Brand Name]. #BTS"	Video	2:30 PM	Include bloopers
2024-08-10	User Testimonial	Instagram	"Hear what our customers have to say!"	Video	6:00 PM	Use Instagram Reels
		TikTok	"Customer love! Thank you for your support. #Testimonial"	Video	6:30 PM	Add call-to-action

2. Content Creation Details

Content Type: [e.g., Product Teaser, Behind-the-Scenes, User Testimonial]

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Platform	Media Format	Content Description	Key Elements	Additional Notes
Instagram	Image	"Exciting news! Stay tuned for our latest launch!"	High-quality graphic, Brand logo	Use Instagram Stories too
TikTok	Video	"Sneak peek of what's coming! #NewProduct"	Trending sound, Engaging visuals	Use trending sound

3. Engagement Strategy

Platform: [Instagram/TikTok]

Engagement Activity	Description	Scheduled Date	Responsible Team Member
Respond to Comments	Engage with followers by responding to their comments	Daily	[Team Member Name]
Hashtag Strategy	Use relevant and trending hashtags to increase reach	Weekly	[Team Member Name]

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Influencer
Collaboration

Partner with influencers to
expand reach

Monthly

[Team Member
Name]

4. Performance Tracking

Platform: [Instagram/TikTok]

Metric	Target	Actual	Notes
Impressions	10,000	[Actual]	
Engagement Rate	5%	[Actual]	
Follower Growth	500 new	[Actual]	
Click-Through Rate	2%	[Actual]	

5. Post-Campaign Analysis

Campaign Name: [Campaign Name]

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Duration: [Start Date] - [End Date]

Successes	Challenges	Insights	Recommendations
High engagement on Instagram Reels	Low engagement on TikTok videos	Instagram Stories boosted reach significantly	Increase use of Instagram Stories in future
Positive feedback on user testimonials	Difficulty scheduling posts consistently	Users prefer behind-the-scenes content	Implement a stricter posting schedule