

# 2-WEEK EASTER SOCIAL MEDIA CHECKLIST

## A practical launch plan for planning, publishing, and optimizing your Easter campaign

A simple step-by-step checklist to help you plan, launch, and manage your Easter campaign in just two weeks.

### Campaign Details

BRAND:		START DATE	
CAMPAIGN/ OFFER		END DATE	
		PROMO CODE/LINK	
MAIN GOAL			
PLATFORMS			

### Suggested Posting Rhythm (adjust based on your audience insights)

- **Instagram:** Feed post or Reel every 2 days + Stories daily
- **Facebook:** 3-4 posts per week
- **TikTok:** Daily or every other day
- **Pinterest:** Schedule pins from Week One

# Checklist

CHECK	TIMING	TASK	NOTES
<b>WEEK ONE — Planning &amp; Asset Creation</b>			
<input type="checkbox"/>	Days 1-3	Define Easter campaign theme	
<input type="checkbox"/>	Days 1-3	Set SMART goals	
<input type="checkbox"/>	Days 1-3	Identify target audience	
<input type="checkbox"/>	Days 1-3	Audit existing content you can repurpose	
<input type="checkbox"/>	Days 4-5	Design Easter-themed graphics	
<input type="checkbox"/>	Days 4-5	Record short-form videos	
<input type="checkbox"/>	Days 4-5	Draft captions and CTA copy	
<input type="checkbox"/>	Days 4-5	Confirm creator briefs	
<input type="checkbox"/>	Days 6-7	Finalize campaign destination	
<input type="checkbox"/>	Days 6-7	Create and test promo codes	
<input type="checkbox"/>	Days 6-7	Set up countdowns and giveaway	
<input type="checkbox"/>	Days 6-7	Schedule primary posts	

WEEK TWO — Launch & Engagement			
<input type="checkbox"/>	Days 8–10	Publish teaser and launch content	
<input type="checkbox"/>	Days 8–10	Start paid support or boosted posts if using them	
<input type="checkbox"/>	Days 11–12	Launch UGC, giveaway, poll, or quiz	
<input type="checkbox"/>	Days 11–12	Monitor comments, DMs, and entries	
<input type="checkbox"/>	Days 13–14	Post final countdown and last-call reminders	
<input type="checkbox"/>	Days 13–14	Push final offer / shipping cutoff messaging	

POST-EASTER — Wrap-Up			
<input type="checkbox"/>	Post-Easter	Announce winners and share top UGC	
<input type="checkbox"/>	Post-Easter	Review results and note what worked best	

Need help turning this into a full Easter campaign? Explore [our services](#), [contact our team](#), or read the [full strategy guide](#).