



8-Week Social Media Marketing Timeline (Road Running Event – 16 December)

Phase	Timeline	Focus	Key Content Themes & Actions
Phase 1: Awareness & Launch	Oct 21 – Nov 3	Announce the event & build excitement	- “Save the Date” post with teaser video or photo - Announce route and distance categories - Introduce the cause or theme - Create and launch event hashtag (#RunDecember #FestiveRun2025) - Start countdown stories (“8 Weeks to Go!”)
Phase 2: Engagement & Early Registration Push	Nov 4 – Nov 17	Drive early sign-ups and community energy	- Early-bird registration reminder - Behind-the-scenes with organizers or partners - Highlight past participants or testimonials - Weekly training tips and nutrition advice - Start a user-generated content challenge (“Show us your training routine!”)
Phase 3: Community & Sponsor Spotlight	Nov 18 – Dec 1	Deepen engagement & promote sponsors	- Feature sponsors with branded graphics - Post short interviews with ambassadors or local runners - Share motivational quotes and stories - Create mini-contests (e.g., “Win your race kit!”) - Mid-campaign video recap
Phase 4: Countdown & Conversion Push	Dec 2 – Dec 13	Build urgency & last-minute registrations	- “Final Call” registration post - Highlight route map and parking info - Post reels of event prep or volunteers - Safety tips & hydration reminders - Live Q&A session or Instagram Live
Phase 5: Event Week & Post-Event Highlights	Dec 14 – Dec 20	Celebrate, engage & retain audience	- Day-before checklist (gear, timing, route) - Live updates and Instagram Stories on race day - Tag winners, sponsors, and volunteers - Post-event “Thank You” video montage

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			- Share photo album and collect feedback/surveys

Sample Weekly Content Calendar

Day	Type of Post	Example Caption / Idea
Monday	Motivation	"Start your week strong 💪 Every step takes you closer to the finish line! #RunDecember #FestiveRun"
Tuesday	Training Tip	"Stay hydrated while training — 2L a day minimum! 🏃♀️💧 #RoadToRaceDay"
Wednesday	Engagement	"Tag your running buddy 👟 Who's pacing you this year?"
Thursday	Sponsor/Partner Feature	"Big thanks to our sponsor @XYZFitness for fueling our runners!"
Friday	Countdown	"Only 3 weeks to go! Have you registered yet? 🔗 Link in bio."
Saturday	User-Generated Content	"Check out @RunnerName's training route! Share yours with #RunDecember."
Sunday	Highlight Story	"Meet Jane, who's running her 3rd marathon for charity ❤️ #RunnerSpotlight"

Additional Recommendations

Creative Assets

- **Visuals:** Use action shots, countdown graphics, and branded race templates.
- **Video:** 15–30 second reels work best — training clips, sponsor highlights, race teasers.
- **Hashtags:** #RunDecember #FestiveRun2025 #RoadToRaceDay #WeRunTogether

Paid Media Tips

- **Weeks 8–4:** Awareness & reach ads (boost teaser videos and registration link)
- **Weeks 3–1:** Retargeting ads (focus on website visitors and past participants)
- **Event Week:** Boost stories and reels for live engagement