

T	Category of the creative	Activity type	Start date	End date	Number of posts
	<i>Launch on your social media</i>	Regual post	11/26/2024 0:00:00	11/27/2024 0:00:00	1
	Thanksgiving push	Thanksgiving post	11/28/2024 0:00:00	12/3/2024 0:00:00	2
	<i>Reinforcement</i>	Regual post	12/4/2024 0:00:00	12/15/2024 0:00:00	2
	Christmas push (here vs there)	Christmas post	12/16/2024 0:00:00	12/28/2024 0:00:00	3
	<i>New Year</i>	New Year	12/29/2024 0:00:00	1/1/2025 0:00:00	1
	<i>Reinforcement</i>	Regual post	1/2/2025 0:00:00	1/15/2025 0:00:00	3