

# FSRA's Pension Awareness Day Campaign Rollout Calendar

## February 2025

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
3	4	5	6	7	8	9
<b>10</b> <ul style="list-style-type: none"> <li>Campaign landing page live: <a href="https://www.fsrao.ca/pensionawareness">https://www.fsrao.ca/pensionawareness</a></li> <li>Digital paid media launches</li> <li>LinkedIn/Facebook post</li> </ul>	11	<b>12</b> <ul style="list-style-type: none"> <li>LinkedIn/Facebook post</li> </ul>	13	<b>14</b> <ul style="list-style-type: none"> <li>LinkedIn/Facebook post</li> </ul>	15	16
<i>&lt; Digital paid media campaign &gt;</i>						
<b>17</b> <ul style="list-style-type: none"> <li>LinkedIn/Facebook post</li> </ul>	<b>18</b> <ul style="list-style-type: none"> <li>LinkedIn/Facebook post</li> </ul>	<b>19</b> <ul style="list-style-type: none"> <li>LinkedIn/Facebook post</li> </ul>	<b>20 (Pension Awareness Day)</b> <ul style="list-style-type: none"> <li>News release distributed</li> <li>LinkedIn/Facebook post x 3</li> <li>Pension Awareness Day banner on FSRA homepage / campaign page</li> </ul>	21	22	23
<i>&lt; Digital paid media campaign &gt;</i>						
24	25	26	27	<b>28</b> <ul style="list-style-type: none"> <li>Digital paid media ends</li> </ul>	<b>March 1</b>	2
<i>&lt; Digital paid media campaign &gt;</i>						