

3-MONTH CONTENT CALENDAR

Project Honey Hive — Summer 2026

LinkedIn · PR · Email · AuRoom Blog

JUNE — Awakening the Hive

WK	LinkedIn	PR	Email	Blog
Week 1	LinkedIn: Manifesto launch post.	PR: Campaign announcement	Email: Founder's letter — Doors to the Hive open	Blog: "Why the World Needs a Honey Hive" (p
Week 2	LinkedIn: Sabrina founder profile	PR: Outreach kit to 50 eco-tech	Email: Sponsor tiers reveal.	Blog: AuRoom NFT Collection case study.
Week 3	LinkedIn: 3 Pillars carousel.	PR: Reactive pitches to weekly	Email: Meet the team.	Blog: "Art is for Everyone" op-ed.
Week 4	LinkedIn: First sponsor teaser.	PR: Trade press follow-ups.	Email: June recap + community	Blog: Tutorial — How creators join the hive.

JULY — Pollination

WK	LinkedIn	PR	Email	Blog
Week 5	LinkedIn: Partner spotlight #1.	PR: Co-branded announcement	Email: Sponsor campaign impact report	Blog: "Pollination — the Web3 sustainability pl
Week 6	LinkedIn: Partner spotlight #2.	PR: SE Asia + EU outreach round	Email: Behind the scenes of the blog	Blog: Long-form interview — partner voice.
Week 7	LinkedIn: Partner spotlight #3.	PR: Sustainability outlet pitches	Email: Founder Q&A.	Blog: Op-ed on creator economics.
Week 8	LinkedIn: Pillar 02 — True Coll	PR: Mid-story milestone press	Email: Sponsor benefit refresh	Blog: "From Calm to Movement" essay.

AUGUST — The Golden Era

WK	LinkedIn	PR	Email	Blog
Week 9	LinkedIn: Summit teaser reel.	PR: Embargoed anchor sponsorship	Email: Final-call sponsorship close	Blog: "The Summer the Hive Woke Up" recap
Week 10	LinkedIn: Hive ceremony invite	PR: Summit press kit released	Email: Summit RSVP push.	Blog: Recap pt 2 — by the numbers.

Week 11 LinkedIn: Live summit coveragePR: Live press / livestream wireEmail: Thank-you to all sponsorsBlog: Post-summit reflections.

Week 12 LinkedIn: Founder thank-you reel + Post-campaign impact press releaseEmail: Certificate of Impact + Fall 2026 PreviewBlog: Preview to Honey Hive 2027."