



Social Media Marketing Timeline

Six Weeks Out Oct 18	Five Weeks Out Oct 25	Four Weeks Out Nov 1	Three Weeks Out Nov 8	Two Weeks Out Nov 15	One Week Out Nov 22	Week Of #iGiveCatholic Giving Day Nov 29	After #iGiveCatholic Thank You Dec 6
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Website							
Add #iGiveCatholic web banner and key messaging to website	†						†
Email Communications							
Email/newsletter distribution with #iGiveCatholic project and information including URL to profile page within igivecatholic.org	†		†		†		†
Add #iGiveCatholic logo to staff email signature	†						
Facebook							
Change cover image to #iGiveCatholic banner	†						
Change profile icon to #iGiveCatholic badge	†						
Post #iGiveCatholic promotional images	†	†	†	†	†	†	
Announce participating with #iGiveCatholic on Giving Tuesday	†						
Post unique organizational photos, stories, and videos, tag #iGiveCatholic, @iGiveCatholic, and include message points from Marketing Toolkit. Provide links to organization website and URL in iGiveCatholic.org.	†	†	†	†	†	†	†
Share #iGiveCatholic's and your arch/diocese's Facebook posts	†	†	†	†	†	†	†
Post fundraising updates and successes, ask followers to like and share						2-4x/day	†
Twitter							
Change cover image to #iGiveCatholic banner	†						
Change profile icon to #iGiveCatholic logo	†						
Retweet #iGiveCatholic's (@iGiveCatholic) Twitter posts		†	†	†	†	†	
Post unique organizational photos, stories, and videos, including #iGiveCatholic, @iGiveCatholic and message points from Marketing Toolkit. Provide links to organization website and iGiveCatholic.org.		†	†	†	2-3x/day	2-3x/day	2-3x/day
Post fundraising updates and successes, ask followers to like and retweet							4x/day
Instagram							
Change profile icon to #iGiveCatholic logo	†						
Repost #iGiveCatholic's (@iGiveCatholic) Instagram posts		†	†	†	†	†	†
Post unique organizational photos, stories, and videos, including #iGiveCatholic, @iGiveCatholic, and message points from Marketing Toolkit. Provide links to organization website and iGiveCatholic.org.		†	†	†	†	†	†
Post fundraising updates and successes, ask followers to like and share							2x/day
Video							
Post a short video across all social channels supporting #iGiveCatholic and challenging others to get involved	†			†			†
Share your #iGiveCatholic promotional videos across all social channels to challenge others to get involved	†			†			†