



Social Media Marketing Timeline

Six Weeks Out (Feb 13) Five Weeks Out (Feb 20) Four Weeks Out (Feb 27) Three Weeks Out (Mar 6) Two Weeks Out (Mar 13) One Week Out (Mar 20) Week Of Spring Days of Giving (Mar 27) After Spring Days of Giving - Thank You

Website								
Add Spring Days of Giving web banner and messaging to website	✚							✚
Email Communications								
Email/newsletter distribution with Spring Days of Giving project and information including URL to profile page	✚		✚		✚		✚	
Add Spring Days of Giving logo to staff email signature	✚							
Facebook								
Change cover image to Spring Days of Giving banner	✚							
Change profile icon to Spring Days of Giving badge	✚							
Post Spring Days of Giving promotional images	✚	✚	✚	✚	✚	✚	✚	
Announce participation in Spring Days of Giving on March 28-29	✚							
Post unique organizational photos, stories, and videos, tag #SpringDaysOfGiving, and include messages from templates in Marketing Toolkit under Resources. Provide links to organization website and URL	✚	✚	✚	✚	✚	✚	✚	✚
Share Spring Days of Giving Facebook posts	✚	✚	✚	✚	✚	✚	✚	✚
Post fundraising updates and successes, ask followers to like and share							2-4x/day	✚
Twitter								
Change cover image to Spring Days of Giving banner	✚							
Change profile icon to Spring Days of Giving logo	✚							
Retweet Spring Days of Giving Twitter posts		✚	✚	✚	✚	✚	✚	
Post unique organizational photos, stories, and videos, including Spring Days of Giving, and include messages from templates in Marketing Toolkit under Resources. Provide links to organization website and URL		✚	✚	✚	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 Spring Days of Giving logo	✚							
Repost Spring Days of Giving Instagram posts		✚	✚	✚	✚	✚	✚	
Post unique organizational photos, stories, and videos, including Spring Days of Giving, and include messages from templates in Marketing Toolkit under Resources. Provide links to organization website and URL		✚	✚	✚	✚	✚	✚	
Post fundraising updates and successes, ask followers to like and share							2x/day	✚
Video								
Post a short video across all social channels supporting Spring Days of Giving and challenging others to get involved	✚			✚			✚	
Share your Spring Days of Giving promotional videos across all social channels to challenge others to get involved	✚			✚			✚	

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TOGETHER