

**Touchstones Communications**

**Social Media Plan**

**God / The Divine**

The following is a social media plan that focuses primarily on facebook with some use of your website and all-church emails. This is descriptive, not prescriptive. Adapt it as necessary for your purposes. The goal is to increase visibility, especially in the community, followed by participation in your congregation

| **Day** | **Date** | **Platform** | **Item** | **Link or Reference** |
| --- | --- | --- | --- | --- |
| Fri | 27-Mar-20 | All Church email | Theme Announcement | pdf |
| Sat | 28-Mar-20 | Website | Theme Announcement | pdf or jpeg |
| Sun | 29-Mar-20 | facebook | Theme Announcement | jpeg: During April we are exploring the theme of God/The Divine. |
| Mon | 30-Mar-20 | All Church email | Touchstones Journal on Forgiveness | pdf |
| Tue | 31-Mar-20 | facebook | Journal cover page on Forgiveness | Jpeg  Post: Email us at [xxx@xxx.xxx](mailto:xxx@xxx.xxx) if you would like a copy of our journal on God/The Divine. |
| Wed | 1-Apr-20 | facebook | Netcard  *Ark of the Covenant HRJ* | Jpeg |
| Thur | 2-Apr-20 | facebook | Netcard  *Baby HRJ* | Jpeg |
| Fri | 3-Apr-20 | facebook | Netcard  *Believe HRJ* | Jpeg |
| Sat | 4-Apr-20 | facebook | Netcard  *Bread HRJ* | Jpeg |
| Sun | 5-Apr-20 | facebook | Netcard  *Cat HRJ* | Jpeg |
| Mon | 6-Apr-20 | facebook | Netcard  *Church HRJ* | Jpeg |
| Tue | 7-Apr-20 | facebook | Netcard  *Committee HRJ* | Jpeg |
| Wed | 8-Apr-20 | facebook | Netcard  *Dice HRJ* | Jpeg |
| Thur | 9-Apr-20 | facebook | Netcard  *Eye HRJ* | Jpeg |
| Fri | 10-Apr-20 | facebook | Netcard  *God concept HRJ* | Jpeg |
| Sat | 11-Apr-20 | facebook | Netcard  *Hate Speech HRJ* | Jpeg |
| Sun | 12-Apr-20 | facebook | Netcard  *Hatred HRJ* | Jpeg |
| Mon | 13-Apr-20 | facebook | Netcard  *Hell HRJ* | Jpeg |
| Tues | 14-Apr-20 | facebook | Netcard  *Music HRJ* | Jpeg |
| Wed | 15-Apr-20 | facebook | Netcard  *Neat Lines HRJ* | Jpeg |
| Thur | 16-Apr-20 | facebook | Netcard  *No Consolation HRJ* | Jpeg |
| Fri | 17-Apr-20 | facebook | Netcard  *No Religion HRJ* | Jpeg |
| Sat | 18-Apr-20 | facebook | Netcard  *Pottery HRJ* | Jpeg |
| Sun | 19-Apr-20 | facebook | Netcard *Prayer HRJ* | Jpeg |
| Mon | 20-Apr-20 | facebook | Netcard  *Purple HRJ* | Jpeg |
| Mon | 20-Apr-20 | facebook | Netcard  *Remember HRJ* | Jpeg |
| Tues | 21-Apr-20 | facebook | Netcard  *Rose in Winter HRJ* | Jpeg |
| Wed | 22-Apr-20 | facebook | Netcard  *Silence HRJ* | Jpeg |
| Thur | 23-Apr-20 | facebook | Netcard  *Singing HRJ* | Jpeg |
| Fri | 24-Apr-20 | facebook | Netcard  *Storm* *HRJ* | Jpeg |
| Sat | 25-Apr-20 | facebook | Netcard  *Tears HRJ* | Jpeg |
| Sun | 26-Apr-20 | facebook | Netcard  *Thank you HRJ* | Jpeg |
| Mon | 27-Apr-20 | facebook | Netcard  *Tree HRJ* | Jpeg |
| Tue | 28-Apr-20 | facebook | Netcard  *Unbelief* *HRJ* | Jpeg |
| Tue | 28-Apr-20 | facebook | Netcard  *Work HRJ* | Jpeg |
| Wed | 29-Apr-20 | facebook | Netcard  *World* *HRJ* | Jpeg |
| Thur | 30-Apr-20 | facebook | Netcard  *Worship* *HRJ* | Jpeg |