

**Touchstones Communications**

**Social Media Plan**

**Creation**

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** |
| --- | --- | --- | --- | --- |
| Mon | 27-Jul-20 | All Church email | Theme Announcement | pdf |
| Tue | 28-Jul-20 | Website | Theme Announcement | pdf or jpeg |
| Wed | 29-Jul-20 | facebook | Theme Announcement | jpeg: During August we are exploring the theme of Creation. |
| Thur | 30-Jul-20 | All Church email | Touchstones Journal on the Creationy | pdf |
| Fri | 31-Jul-20 | facebook | Journal cover page on Creation | Jpeg  Post: Email us at [xxx@xxx.xxx](mailto:xxx@xxx.xxx) if you would like a copy of our journal on Creation. |
| Sat | 1-Aug-20 | facebook | Netcard  *Apple Tree HRJ* | Jpeg |
| Sun | 2-Aug-20 | facebook | Netcard  *Bee HRJ* | Jpeg |
| Mon | 3-Aug-20 | facebook | Netcard  *Behave HRJ* | Jpeg |
| Tues | 4-Aug-20 | facebook | Netcard  *Butterfly HRJ* | Jpeg |
| Wed | 5-Aug-20 | facebook | Netcard  *Care HRJ* | Jpeg |
| Thur | 6-Aug-20 | facebook | Netcard  *Children HRJ* | Jpeg |
| Fri | 7-Aug-20 | facebook | Netcard  *Clay HRJ* | Jpeg |
| Sat | 8-Aug-20 | facebook | Netcard  *Clearcutting HRJ* | Jpeg |
| Sun | 9-Aug-20 | facebook | Netcard *Crisis HRJ* | Jpeg |
| Mon | 10-Aug-20 | facebook | Netcard  *Desert Flower HRJ* | Jpeg |
| Tues | 11-Aug-20 | facebook | Netcard  *Difficult Crossroad HRJ* | Jpeg |
| Wed | 12-Aug-20 | facebook | Netcard  *Earth Rise HRJ* | Jpeg |
| Thur | 13-Aug-20 | facebook | Netcard  *Flag of Earth HRJ* | Jpeg |
| Fri | 14-Aug-20 | facebook | Netcard *Footprints HRJ* | Jpeg |
| Sat | 15-Aug-20 | facebook | Netcard  *Gardening HRJ* | Jpeg |
| Sun | 16-Aug-20 | facebook | Netcard  *Harvest HRJ* | Jpeg |
| Mon | 17-Aug-20 | facebook | Netcard  *Nature HRJ* | Jpeg |
| Tue | 18-Aug-20 | facebook | Netcard  *Planet Earth HRJ* | Jpeg |
| Wed | 19-Aug-20 | facebook | Netcard  *Prairie Grass HRJ* | Jpeg |
| Thur | 20-Aug-20 | facebook | Netcard  *Progress* *HRJ* | Jpeg |
| Fri | 21-Aug-20 | facebook | Netcard  *Radiance* *HRJ* | Jpeg |
| Sat | 22-Aug-20 | facebook | Netcard  *Still Life HRJ* | Jpeg |
| Sun | 23-Aug-20 | facebook | Netcard  *Thoreau HRJ* | Jpeg |
| Mon | 24-Aug-20 | facebook | Netcard  *Too Wonderful HRJ* | Jpeg |
| Tue | 25-Aug-20 | facebook | Netcard  *Trees HRJ* | Jpeg |
| Wed | 26-Aug-20 | facebook | Netcard  *Tug HRJ* | Jpeg |
| Thur | 27-Aug-20 | facebook | Netcard  *Universe HRJ* | Jpeg |
| Fri | 28-Aug-20 | facebook | Netcard  *van Gogh HRJ* | Jpeg |
| Sat | 29-Aug-20 | facebook | Netcard  *Water HRJ* | Jpeg |
| Sun | 30-Aug-20 | facebook | Netcard  *Western Civ HRJ* | Jpeg |
| Mon | 31-Aug-20 | facebook | Netcard  *Worship HRJ* | Jpeg |