

**Touchstones Communications**

**Social Media Plan**

**Kindness**

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 | 26-Nov-20 | All Church email | Theme Announcement | pdf |
| Sat | 27-Nov-20 | Website | Theme Announcement | pdf or jpeg |
| Sun | 28-Nov-20 | facebook | Theme Announcement | jpeg: During December we are exploring the theme of Kindness. |
| Mon | 29-Nov-20 | All Church email | Touchstones Journal on Kindness | pdf |
| Tues | 30-Nov-20 | facebook | Journal cover page on Kindness | Jpeg  Post: Email us at [xxx@xxx.xxx](mailto:xxx@xxx.xxx) if you would like a copy of our journal on Kindness. |
| Wed | 1-Dec-20 | facebook | Netcard  *Act of Kindness HRJ* | Jpeg |
| Thur | 2-Dec-20 | facebook | Netcard  *Appreciate HRJ* | Jpeg |
| Fri | 3-Dec-20 | facebook | Netcard *Being Kind HRJ* | Jpeg |
| Sat | 4-Dec-20 | facebook | Netcard  *Birds HRJ* | Jpeg |
| Sun | 5-Dec-20 | facebook | Netcard  *Children HRJ* | Jpeg |
| Mon | 6-Dec-20 | facebook | Netcard  *Compassion HRJ* | Jpeg |
| Tue | 7-Dec-20 | facebook | Netcard  *Dance for Joy HRJ* | Jpeg |
| Wed | 8-Dec-20 | facebook | Netcard  *Enriches HRJ* | Jpeg |
| Thur | 9-Dec-20 | facebook | Netcard  *Flower HRJ* | Jpeg |
| Fri | 10-Dec-20 | facebook | Netcard  *Heart Moon* *HRJ* | Jpeg |
| Sat | 11-Dec-20 | facebook | Netcard  *Heaven HRJ* | Jpeg |
| Sun | 12-Dec-20 | facebook | Netcard  *Hunger HRJ* | Jpeg |
| Mon | 13-Dec-20 | facebook | Netcard  *Ice Melting HRJ* | Jpeg |
| Tue | 14-Dec-20 | facebook | Netcard  *Learning Kindness HRJ* | Jpeg |
| Wed | 15-Dec-20 | facebook | Netcard  *Loving and Gentle HRJ* | Jpeg |
| Thur | 16-Dec-20 | facebook | Netcard  *Loving Kindness HRJ* | Jpeg |
| Fri | 17-Dec-20 | facebook | Netcard  *Nice HRJ* | Jpeg |
| Sat | 18-Dec-20 | facebook | Netcard  *Peace HRJ* | Jpeg |
| Sun | 19-Dec-20 | facebook | Netcard  *Practice HRJ* | Jpeg |
| Mon | 20-Dec-20 | facebook | Netcard  *Rainbow Heart HRJ* | Jpeg |
| Tue | 21-Dec-20 | facebook | Netcard  *Random Act HRJ* | Jpeg |
| Wed | 22-Dec-20 | facebook | Netcard  *Rebel HRJ* | Jpeg |
| Thu | 23-Dec-20 | facebook | Netcard  *Regret HRJ* | Jpeg |
| Fri | 24-Dec-20 | facebook | Netcard  *Roots HRJ* | Jpeg |
| Sat | 25-Dec-20 | facebook | Netcard  *Sell By HRJ* | Jpeg |
| Sun | 26-Dec-20 | facebook | Netcard  *Small HRJ* | Jpeg |
| Mon | 27-Dec-20 | facebook | Netcard  *Sontag HRJ* | Jpeg |
| Tue | 28-Dec-20 | facebook | Netcard  *Too Late HRJ* | Jpeg |
| Wed | 29-Dec-20 | facebook | Netcard  *Vulnerable HRJ* | Jpeg |
| Thu | 30-Dec-20 | facebook | Netcard  *Wisdom HRJ* | Jpeg |
| Fri | 31-Dec-20 | facebook | Netcard  *Wonder HRJ* | Jpeg |