

**Touchstones Communications**

**Social Media Plan**

**Generosity**

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- Jan-19 | All Church email | Theme Announcement | pdf |
| Tue | 28- Jan-19 | Website | Theme Announcement | pdf or jpeg |
| Wed | 29- Jan-20 | facebook | Theme Announcement | jpeg: During February we are exploring the theme of Generosity |
| Thur | 30- Jan-20 | All Church email | Touchstones Journal on Generosity | pdf |
| Fri | 31- Jan-20 | facebook | Journal cover page on Generosity | Jpeg  Post: Email us at [xxx@xxx.xxx](mailto:xxx@xxx.xxx) if you would like a copy of our journal on Generosity. |
| Sat | 1- Feb-20 | facebook | Netcard  *Anne Frank HRJ* | Jpeg |
| Sun | 2-Feb-20 | facebook | Netcard  *Barbed Wire HRJ* | Jpeg |
| Mon | 3-Feb-20 | facebook | Netcard  *Begin HRJ* | Jpeg |
| Mon | 3-Feb-20 | facebook | Netcard  *Black & White HRJ* | Jpeg |
| Tue | 4-Feb-20 | facebook | Netcard  *Candle HRJ* | Jpeg |
| Wed | 5- Feb-20 | facebook | Netcard  *Children Walking HRJ* | Jpeg |
| Thur | 6- Feb-20 | facebook | Netcard  *Connections HRJ* | Jpeg |
| Fri | 7- Feb-20 | facebook | Netcard  *Dalai Lama HRJ* | Jpeg |
| Sat | 8- Feb-20 | facebook | Netcard  *Earth HRJ* | Jpeg |
| Sun | 9- Feb-20 | facebook | Netcard  *Embrace HRJ* | Jpeg |
| Mon | 10- Feb-20 | facebook | Netcard  *Fingers HRJ* | Jpeg |
| Tue | 11- Feb-20 | facebook | Netcard  *Fred Rogers HRJ* | Jpeg |
| Wed | 12- Feb-20 | facebook | Netcard  *Future HRJ* | Jpeg |
| Thur | 13- Feb-20 | facebook | Netcard  *Garbage Dump HRJ* | Jpeg |
| Fri | 14- Feb-20 | facebook | Netcard  *I Voted HRJ* | Jpeg |
| Sat | 15- Feb-20 | facebook | Netcard  *Kindergarten HRJ* | Jpeg |
| Sun | 16- Feb-20 | facebook | Netcard  *Love HRJ* | Jpeg |
| Mon | 17- Feb-20 | facebook | Netcard  *Mandela HRJ* | Jpeg |
| Tues | 18- Feb-20 | facebook | Netcard  *No Mean People HRJ* | Jpeg |
| Wed | 19- Feb-20 | facebook | Netcard  *Nothing HRJ* | Jpeg |
| Thur | 20- Feb-20 | facebook | Netcard  *Orchestra HRJ* | Jpeg |
| Fri | 21- Feb-20 | facebook | Netcard  *Piggy Bank HRJ* | Jpeg |
| Sat | 22- Feb-20 | facebook | Netcard  *Plum Tree HRJ* | Jpeg |
| Sun | 23- Feb-20 | facebook | Netcard  *Soil HRJ* | Jpeg |
| Mon | 24- Feb-20 | facebook | Netcard  *Stuffed Bear HRJ* | Jpeg |
| Mon | 24- Feb-20 | facebook | Netcard  *Taxes HRJ* | Jpeg |
| Tues | 25- Feb-20 | facebook | Netcard  *Teacher HRJ* | Jpeg |
| Wed | 26- Feb-20 | facebook | Netcard  *Tornado HRJ* | Jpeg |
| Thur | 27- Feb-20 | facebook | Netcard  *Trees HRJ* | Jpeg |
| Fri | 28- Feb-20 | facebook | Netcard  *Vulnerability* *HRJ* | Jpeg |
| Sat | 29- Feb-20 | facebook | Netcard  *Winter Sky HRJ* | Jpeg |
| Sat | 29- Feb-20 | facebook | Netcard  *World HRJ* | Jpeg |