

**Touchstones Communications**

**Social Media Plan**

**Authority & Leadership**

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- Dec-19 | All Church email | Theme Announcement | pdf |
| Sat | 28- Dec-19 | Website | Theme Announcement | pdf or jpeg |
| Sun | 29- Dec-19 | facebook | Theme Announcement | jpeg  Post: During January we are exploring the theme of Authority & Leadership. |
| Mon | 30- Dec-19 | All Church email | Touchstones Journal on Authority & Leadership | pdf |
| Tue | 31- Dec-19 | facebook | Journal cover page on Authority & Leadership | Jpeg  Post: Email us at [xxx@xxx.xxx](mailto:xxx@xxx.xxx) if you would like a copy of our journal on Authority & Leadership |
| Wed | 1- Jan-20 | facebook | Netcard  *Axe HRJ* | Jpeg |
| Thur | 2- Jan-20 | facebook | Netcard  *Boss HRJ* | Jpeg |
| Fri | 3- Jan-20 | facebook | Netcard  *Buddha HRJ* | Jpeg |
| Sat | 4- Jan-20 | facebook | Netcard  *Celebrate HRJ* | Jpeg |
| Sun | 5-Jan-20 | facebook | Netcard  *Comfort Zone HRJ* | Jpeg |
| Mon | 6-Jan-20 | facebook | Netcard  *Darkness HRJ* | Jpeg |
| Tue | 7-Jan-20 | facebook | Netcard  *Dawn HRJ* | Jpeg |
| Wed | 8- Jan-20 | facebook | Netcard  *Desert HRJ* | Jpeg |
| Thur | 9- Jan-20 | facebook | Netcard  *Dream HRJ* | Jpeg |
| Fri | 10- Jan-20 | facebook | Netcard  *Einstein HRJ* | Jpeg |
| Sat | 11- Jan-20 | facebook | Netcard  *Flag HRJ* | Jpeg |
| Sun | 12- Jan-20 | facebook | Netcard  *Galileo HRJ* | Jpeg |
| Mon | 13- Jan-20 | facebook | Netcard  *Gandhi HRJ* | Jpeg |
| Tue | 14- Jan-20 | facebook | Netcard  *Ideas HRJ* | Jpeg |
| Wed | 15- Jan-20 | facebook | Netcard  *Ignore Authority HRJ* | Jpeg |
| Thur | 16- Jan-20 | facebook | Netcard  *Imagination HRJ* | Jpeg |
| Fri | 17- Jan-20 | facebook | Netcard  *Jazz HRJ* | Jpeg |
| Sat | 18- Jan-20 | facebook | Netcard  *Ladder HRJ* | Jpeg |
| Sun | 19- Jan-20 | facebook | Netcard  *Line HRJ* | Jpeg |
| Mon | 20- Jan-20 | facebook | Netcard  *Love HRJ* | Jpeg |
| Tues | 21- Jan-20 | facebook | Netcard  *Mature HRJ* | Jpeg |
| Wed | 22- Jan-20 | facebook | Netcard  *Mentor HRJ* | Jpeg |
| Thur | 23- Jan-20 | facebook | Netcard  *Mount Rushmore HRJ* | Jpeg |
| Fri | 24- Jan-20 | facebook | Netcard  *Pope HRJ* | Jpeg |
| Sat | 25- Jan-20 | facebook | Netcard  *Responsibility HRJ* | Jpeg |
| Sun | 26- Jan-20 | facebook | Netcard  *Shepherd HRJ* | Jpeg |
| Mon | 27- Jan-20 | facebook | Netcard  *Truth HRJ* | Jpeg |
| Tues | 28- Jan-20 | facebook | Netcard  *Two Routes HRJ* | Jpeg |
| Wed | 29- Jan-20 | facebook | Netcard  *Universes HRJ* | Jpeg |
| Thur | 30- Jan-20 | facebook | Netcard  *Wise HRJ* | Jpeg |
| Fri | 31- Jan-20 | facebook | Netcard  Wrong Way *HRJ* | Jpeg |