

**Touchstones Communications**

**Social Media Plan**

**Harmony**

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-Jun-20 | All Church email | Theme Announcement | pdf |
| Sat | 27-Jun-20 | Website | Theme Announcement | pdf or jpeg |
| Sun | 28-Jun-20 | facebook | Theme Announcement | jpeg: During June we are exploring the theme of Harmony. |
| Mon | 29-Jun-20 | All Church email | Touchstones Journal on the Harmony | pdf |
| Tue | 30-Jun-20 | facebook | Journal cover page on Harmony | Jpeg  Post: Email us at [xxx@xxx.xxx](mailto:xxx@xxx.xxx) if you would like a copy of our journal on Harmony. |
| Wed | 1-Jul-20 | facebook | Netcard  *All Creation HRJ* | Jpeg |
| Thur | 2-Jul-20 | facebook | Netcard  *Barbershop Quartet HRJ* | Jpeg |
| Fri | 3-Jul-20 | facebook | Netcard  *Bee HRJ* | Jpeg |
| Sat | 4-Jul-20 | facebook | Netcard  *Being Right HRJ* | Jpeg |
| Sun | 5-Jul-20 | facebook | Netcard  *Buddha HRJ* | Jpeg |
| Mon | 6-Jul-20 | facebook | Netcard  *Contradiction HRJ* | Jpeg |
| Tues | 7-Jul-20 | facebook | Netcard  *Disturbance HRJ* | Jpeg |
| Wed | 8-Jul-20 | facebook | Netcard  *Education HRJ* | Jpeg |
| Thur | 9-Jul-20 | facebook | Netcard  *Fear HRJ* | Jpeg |
| Fri | 10-Jul-20 | facebook | Netcard  *Flower HRJ* | Jpeg |
| Sat | 11-Jul-20 | facebook | Netcard  *Harmony in Nature HRJ* | Jpeg |
| Sun | 12-Jul-20 | facebook | Netcard *Head & Heart HRJ* | Jpeg |
| Mon | 13-Jul-20 | facebook | Netcard  *Human Ambition HRJ* | Jpeg |
| Tues | 14-Jul-20 | facebook | Netcard  *Imperfection HRJ* | Jpeg |
| Wed | 15-Jul-20 | facebook | Netcard  *Jazz HRJ* | Jpeg |
| Thur | 16-Jul-20 | facebook | Netcard  *Mathematics HRJ* | Jpeg |
| Fri | 17-Jul-20 | facebook | Netcard *Nature HRJ* | Jpeg |
| Sat | 18-Jul-20 | facebook | Netcard  *Obsolete HRJ* | Jpeg |
| Sun | 19-Jul-20 | facebook | Netcard  *Paperwork HRJ* | Jpeg |
| Mon | 20-Jul-20 | facebook | Netcard  *Peace HRJ* | Jpeg |
| Tue | 21-Jul-20 | facebook | Netcard  *Plans HRJ* | Jpeg |
| Wed | 22-Jul-20 | facebook | Netcard  *Rejoice HRJ* | Jpeg |
| Thur | 23-Jul-20 | facebook | Netcard  *Reverence* *HRJ* | Jpeg |
| Fri | 24-Jul-20 | facebook | Netcard  *Small Town* *HRJ* | Jpeg |
| Sat | 25-Jul-20 | facebook | Netcard  *Stars HRJ* | Jpeg |
| Sun | 26-Jul-20 | facebook | Netcard  *Tragedy HRJ* | Jpeg |
| Mon | 27-Jul-20 | facebook | Netcard  *Trash HRJ* | Jpeg |
| Tue | 28-Jul-20 | facebook | Netcard  *Van Gogh HRJ* | Jpeg |
| Wed | 29-Jul-20 | facebook | Netcard  *Work is Done HRJ* | Jpeg |
| Thur | 30-Jul-20 | facebook | Netcard  *Work is Done HRJ* | Jpeg |
| Fri | 31-Jul-20 | facebook | Netcard  *Work is Done HRJ* | Jpeg |