

**Touchstones Communications**

**Social Media Plan**

**Good & Evil**

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** |
| --- | --- | --- | --- | --- |
| Wed | 27-May-20 | All Church email | Theme Announcement | pdf |
| Thur | 28-May-20 | Website | Theme Announcement | pdf or jpeg |
| Fri | 29-May-20 | facebook | Theme Announcement | jpeg: During June we are exploring the theme of the Good & Evil. |
| Sat | 30-May-20 | All Church email | Touchstones Journal on the Good & Evil | pdf |
| Sun | 31-May-20 | facebook | Journal cover page on Good & Evilh | Jpeg  Post: Email us at [xxx@xxx.xxx](mailto:xxx@xxx.xxx) if you would like a copy of our journal on the Good & Evil. |
| Mon | 1-Jun-20 | facebook | Netcard  *Church HRJ* | Jpeg |
| Tue | 2-Jun-20 | facebook | Netcard  *Day Off HRJ* | Jpeg |
| Wed | 3-Jun-20 | facebook | Netcard  *Emptiness HRJ* | Jpeg |
| Thur | 4-Jun-20 | facebook | Netcard  *Extravagant HRJ* | Jpeg |
| Fri | 5-Jun-20 | facebook | Netcard  *Flowerst HRJ* | Jpeg |
| Sat | 6-Jun-20 | facebook | Netcard  *Garden HRJ* | Jpeg |
| Sun | 7-Jun-20 | facebook | Netcard  *Heart HRJ* | Jpeg |
| Mon | 8-Jun-20 | facebook | Netcard  *Library HRJ* | Jpeg |
| Tues | 9-Jun-20 | facebook | Netcard  *Mountain Top HRJ* | Jpeg |
| Wed | 10-Jun-20 | facebook | Netcard  *No Burden HRJ* | Jpeg |
| Thur | 11-Jun-20 | facebook | Netcard  *No Work HRJ* | Jpeg |
| Fri | 12-Jun-20 | facebook | Netcard  *Notice HRJ* | Jpeg |
| Sat | 13-Jun-20 | facebook | Netcard  *Path HRJ* | Jpeg |
| Sun | 14-Jun-20 | facebook | Netcard Rest *HRJ* | Jpeg |
| Mon | 15-Jun-20 | facebook | Netcard  *Sabbath-keeping HRJ* | Jpeg |
| Tues | 16-Jun-20 | facebook | Netcard  *Sacred HRJ* | Jpeg |
| Wed | 17-Jun-20 | facebook | Netcard  *Sacred Time HRJ* | Jpeg |
| Thur | 18-Jun-20 | facebook | Netcard  *Seventh HRJ* | Jpeg |
| Fri | 19-Jun-20 | facebook | Netcard  *Sits* *HRJ* | Jpeg |
| Sat | 20-Jun-20 | facebook | Netcard  *Solitude HRJ* | Jpeg |
| Sun | 21-Jun-20 | facebook | Netcard  *Stop HRJ* | Jpeg |
| Mon | 22-Jun-20 | facebook | Netcard  *The Week HRJ* | Jpeg |
| Tue | 23-Jun-20 | facebook | Netcard  *Tired HRJ* | Jpeg |
| Wed | 24-Jun-20 | facebook | Netcard  *To Do* *HRJ* | Jpeg |
| Thur | 25-Jun-20 | facebook | Netcard  *Wall Street* *HRJ* | Jpeg |
| Fri | 26-Jun-20 | facebook | Netcard  *Wings* *HRJ* | Jpeg |
| Sat | 27-Jun-20 | facebook | Netcard  *Work HRJ* | Jpeg |
| Sun | 28-Jun-20 | facebook | Netcard  *Work is Done HRJ* | Jpeg |
| Mon | 29-Jun-20 | facebook | Netcard  *Work is Done HRJ* | Jpeg |
| Tue | 30-Jun-20 | facebook | Netcard  *Work is Done HRJ* | Jpeg |
| Tue | 30-Jun-20 | facebook | Netcard  *Work is Done HRJ* | Jpeg |