

**Touchstones Communications**

**Social Media Plan**

**Forgiveness**

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 | 26-Feb-20 | All Church email | Theme Announcement | pdf |
| Wed | 26-Feb-20 | Website | Theme Announcement | pdf or jpeg |
| Thur | 27-Feb-20 | facebook | Theme Announcement | jpeg: During March we are exploring the theme of Forgiveness. |
| Fri | 28-Feb-20 | All Church email | Touchstones Journal on Forgiveness | pdf |
| Sat | 29-Feb-20 | facebook | Journal cover page on Forgiveness | Jpeg  Post: Email us at [xxx@xxx.xxx](mailto:xxx@xxx.xxx) if you would like a copy of our journal on Forgiveness. |
| Sun | 120 | facebook | Netcard  *Angels HRJ* | Jpeg |
| Mon | 2-Mar-20 | facebook | Netcard  *Anger HRJ* | Jpeg |
| Mon | 2-Mar-20 | facebook | Netcard  *Begin HRJ* | Jpeg |
| Tue | 3-Mar-20 | facebook | Netcard  *Better Past HRJ* | Jpeg |
| Wed | 3-Mar-20 | facebook | Netcard  *Broken Bridge HRJ* | Jpeg |
| Thur | 5-Mar-20 | facebook | Netcard  *Broken HRJ* | Jpeg |
| Fri | 6-Mar-20 | facebook | Netcard  *Deserve Peace HRJ* | Jpeg |
| Sat | 7-Mar-20 | facebook | Netcard  *Drum Practice HRJ* | Jpeg |
| Sun | 8-Mar-20 | facebook | Netcard  *Enemy HRJ* | Jpeg |
| Mon | 9-Mar-20 | facebook | Netcard  *Forgive Me HRJ* | Jpeg |
| Tue | 10-Mar-20 | facebook | Netcard  *Free HRJ* | Jpeg |
| Wed | 11-Mar-20 | facebook | Netcard  *Free Rent HRJ* | Jpeg |
| Thur | 12-Mar-20 | facebook | Netcard  *Future HRJ* | Jpeg |
| Fri | 13-Mar-20 | facebook | Netcard  *Gift HRJ* | Jpeg |
| Sat | 14-Mar-20 | facebook | Netcard  *Healing HRJ* | Jpeg |
| Sun | 15-Mar-20 | facebook | Netcard  *Heart HRJ* | Jpeg |
| Mon | 16-Mar-20 | facebook | Netcard  *Human HRJ* | Jpeg |
| Tues | 17-Mar-20 | facebook | Netcard  *Infinite Possibility HRJ* | Jpeg |
| Wed | 18-Mar-20 | facebook | Netcard  *Life HRJ* | Jpeg |
| Thur | 19-Mar-20 | facebook | Netcard  *Locked Door HRJ* | Jpeg |
| Fri | 20-Mar-20 | facebook | Netcard  *Love HRJ* | Jpeg |
| Sat | 21-Mar-20 | facebook | Netcard  *Love One Another HRJ* | Jpeg |
| Sun | 22-Mar-20 | facebook | Netcard Maturity *HRJ* | Jpeg |
| Mon | 23-Mar-20 | facebook | Netcard  *Old Tree HRJ* | Jpeg |
| Mon | 23-Mar-20 | facebook | Netcard  *Orchid HRJ* | Jpeg |
| Tues | 24-Mar-20 | facebook | Netcard  *Peace HRJ* | Jpeg |
| Wed | 25-Mar-20 | facebook | Netcard  *Powerful Place HRJ* | Jpeg |
| Thur | 26-Mar-20 | facebook | Netcard  *Rat HRJ* | Jpeg |
| Fri | 27-Mar-20 | facebook | Netcard  *Resentment* *HRJ* | Jpeg |
| Sat | 28-Mar-20 | facebook | Netcard  *Rise Above HRJ* | Jpeg |
| Sun | 29-Mar-20 | facebook | Netcard  *Sew HRJ* | Jpeg |
| Mon | 30-Mar-20 | facebook | Netcard  *Understanding HRJ* | Jpeg |
| Tue | 31-Mar-20 | facebook | Netcard  *World Religions* *HRJ* | Jpeg |