

**Touchstones Communications**

**Social Media Plan**

**The Sabbath**

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