

**Touchstones Communications**

**Social Media Plan**

**Spirituality**

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** |
| --- | --- | --- | --- | --- |
| Tues | 27-Oct-20 | All Church email | Theme Announcement | pdf |
| Wed | 28-Oct-20 | Website | Theme Announcement | pdf or jpeg |
| Thur | 29-Oct-20 | facebook | Theme Announcement | jpeg: During September we are exploring the theme of Spirituality. |
| Fri | 30-Oct-20 | All Church email | Touchstones Journal on Spirituality | pdf |
| Sat | 31-Oct-20 | facebook | Journal cover page on Spirituality | Jpeg  Post: Email us at [xxx@xxx.xxx](mailto:xxx@xxx.xxx) if you would like a copy of our journal on Spirituality. |
| Sun | 1-Nov-20 | facebook | Netcard *Being HRJ* | Jpeg |
| Mon | 2-Nov-20 | facebook | Netcard  *Breathe HRJ* | Jpeg |
| Tues | 3-Nov-20 | facebook | Netcard  *Cat HRJ* | Jpeg |
| Wed | 4-Nov-20 | facebook | Netcard  *Crying HRJ* | Jpeg |
| Thur | 5-Nov-20 | facebook | Netcard  *Doing HRJ* | Jpeg |
| Fri | 6-Nov-20 | facebook | Netcard Everyday *HRJ* | Jpeg |
| Sat | 7-Nov-20 | facebook | Netcard  *Eyes HRJ* | Jpeg |
| Sun | 8-Nov-20 | facebook | Netcard  *Happiness HRJ* | Jpeg |
| Mon | 9-Nov-20 | facebook | Netcard  *Harmony HRJ* | Jpeg |
| Tue | 10-Nov-20 | facebook | Netcard  *Hate HRJ* | Jpeg |
| Wed | 11-Nov-20 | facebook | Netcard  *Heart HRJ* | Jpeg |
| Thur | 12-Nov-20 | facebook | Netcard  *Joy HRJ* | Jpeg |
| Fri | 13-Nov-20 | facebook | Netcard  *Justice* *HRJ* | Jpeg |
| Sat | 14-Nov-20 | facebook | Netcard  *Laughter HRJ* | Jpeg |
| Sun | 15-Nov-20 | facebook | Netcard  *Listening HRJ* | Jpeg |
| Mon | 16-Nov-20 | facebook | Netcard  *Little Stream HRJ* | Jpeg |
| Tue | 17-Nov-20 | facebook | Netcard  *Mindfulness HRJ* | Jpeg |
| Wed | 18-Nov-20 | facebook | Netcard  *Mysterious HRJ* | Jpeg |
| Thur | 19-Nov-20 | facebook | Netcard  *Nighttime Sky HRJ* | Jpeg |
| Fri | 20-Nov-20 | facebook | Netcard  *No Meanness HRJ* | Jpeg |
| Sat | 21-Nov-20 | facebook | Netcard  *Opened HRJ* | Jpeg |
| Sun | 22-Nov-20 | facebook | Netcard  *Peak Experiences HRJ* | Jpeg |
| Mon | 23-Nov-20 | facebook | Netcard  *Peeling Potatoes HRJ* | Jpeg |
| Tue | 24-Nov-20 | facebook | Netcard  *Searching HRJ* | Jpeg |
| Wed | 25-Nov-20 | facebook | Netcard  *Shadow HRJ* | Jpeg |
| Thu | 26-Nov-20 | facebook | Netcard  *Sleeping HRJ* | Jpeg |
| Fri | 27-Nov-20 | facebook | Netcard  *Social Action HRJ* | Jpeg |
| Sat | 28-Nov-20 | facebook | Netcard  *Spiritual HRJ* | Jpeg |
| Sun | 29-Nov-20 | facebook | Netcard  *Thanks HRJ* | Jpeg |
| Mon | 30-Nov-20 | facebook | Netcard  *Thanksgiving HRJ* | Jpeg |
| Mon | 30-Nov-20 | facebook | Netcard  *Travel HRJ* | Jpeg |