

**Touchstones Communications**

**Social Media Plan**

**Emotional Intelligence**

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** |
| --- | --- | --- | --- | --- |
| Sat | 26-Sep-20 | All Church email | Theme Announcement | pdf |
| Sun | 27-Sep-20 | Website | Theme Announcement | pdf or jpeg |
| Mon | 28-Sep-20 | facebook | Theme Announcement | jpeg: During September we are exploring the theme of Emotional Intelligence. |
| Tues | 29-Sep-20 | All Church email | Touchstones Journal on Emotional Intelligence | pdf |
| Wed | 30-Sep-20 | facebook | Journal cover page on Emotional Intelligence | Jpeg  Post: Email us at [xxx@xxx.xxx](mailto:xxx@xxx.xxx) if you would like a copy of our journal on Emotional Intelligence. |
| Thur | 1-Oct-20 | facebook | Netcard  *All Directions HRJ* | Jpeg |
| Fri | 2-Oct-20 | facebook | Netcard  *Anger HRJ* | Jpeg |
| Sat | 3-Oct-20 | facebook | Netcard  *Children HRJ* | Jpeg |
| Sun | 4-Oct-20 | facebook | Netcard *Choose Wisely HRJ* | Jpeg |
| Mon | 5-Oct-20 | facebook | Netcard  *Compassion HRJ* | Jpeg |
| Tues | 6-Oct-20 | facebook | Netcard  *Compassionate Heart HRJ* | Jpeg |
| Wed | 7-Oct-20 | facebook | Netcard  *Despair HRJ* | Jpeg |
| Thur | 8-Oct-20 | facebook | Netcard  *Empathy HRJ* | Jpeg |
| Fri | 9-Oct-20 | facebook | Netcard Energy *HRJ* | Jpeg |
| Sat | 10-Oct-20 | facebook | Netcard  *EQ HRJ* | Jpeg |
| Sun | 11-Oct-20 | facebook | Netcard  *Everyday Practice HRJ* | Jpeg |
| Mon | 12-Oct-20 | facebook | Netcard  *Generosity HRJ* | Jpeg |
| Tue | 13-Oct-20 | facebook | Netcard  *Heart & Mind HRJ* | Jpeg |
| Wed | 14-Oct-20 | facebook | Netcard  *Imagination HRJ* | Jpeg |
| Thur | 15-Oct-20 | facebook | Netcard  *Inquiry HRJ* | Jpeg |
| Fri | 16-Oct-20 | facebook | Netcard  *Juggling* *HRJ* | Jpeg |
| Sat | 17-Oct-20 | facebook | Netcard  *Mother HRJ* | Jpeg |
| Sun | 18-Oct-20 | facebook | Netcard  *Move Out HRJ* | Jpeg |
| Mon | 19-Oct-20 | facebook | Netcard  *Noise HRJ* | Jpeg |
| Tue | 20-Oct-20 | facebook | Netcard  *Pallet HRJ* | Jpeg |
| Wed | 21-Oct-20 | facebook | Netcard  *Perception HRJ* | Jpeg |
| Thur | 22-Oct-20 | facebook | Netcard  *Practices HRJ* | Jpeg |
| Fri | 23-Oct-20 | facebook | Netcard  *Respond HRJ* | Jpeg |
| Sat | 24-Oct-20 | facebook | Netcard  *River HRJ* | Jpeg |
| Sun | 25-Oct-20 | facebook | Netcard  *Self-Awareness HRJ* | Jpeg |
| Mon | 26-Oct-20 | facebook | Netcard  *Soft HRJ* | Jpeg |
| Tue | 27-Oct-20 | facebook | Netcard  *Spirituality HRJ* | Jpeg |
| Wed | 28-Oct-20 | facebook | Netcard  *Stop HRJ* | Jpeg |
| Thu | 29-Oct-20 | facebook | Netcard  *Truth HRJ* | Jpeg |
| Fri | 30-Oct-20 | facebook | Netcard  *Two Minds HRJ* | Jpeg |
| Sat | 31-Oct-20 | facebook | Netcard  *Waves HRJ* | Jpeg |