

**Touchstones Communications**

**Social Media Plan**

**Worth & Dignity**

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** |
| --- | --- | --- | --- | --- |
| Thur | 27-Aug-20 | All Church email | Theme Announcement | pdf  |
| Fri | 28-Aug-20 | Website | Theme Announcement | pdf or jpeg |
| Sat | 29-Aug-20 | facebook | Theme Announcement | jpeg: During September we are exploring the theme of Worth & Dignity. |
| Sun | 30-Aug-20 | All Church email | Touchstones Journal on the Worth & Dignity | pdf  |
| Mon | 31-Aug-20 | facebook | Journal cover page on Worth & Dignity | JpegPost: Email us at xxx@xxx.xxx if you would like a copy of our journal on Worth & Dignity. |
| Tues | 1-Sep-20 | facebook | Netcard*Creative Life HRJ* | Jpeg |
| Wed | 2-Sep-20 | facebook | Netcard*Democracy HRJ* | Jpeg |
| Thur | 3-Sep-20 | facebook | Netcard*Deserving HRJ* | Jpeg |
| Fri | 4-Sep-20 | facebook | Netcard*Discount HRJ* | Jpeg |
| Sat | 5-Sep-20 | facebook | Netcard*Esential HRJ* | Jpeg |
| Sun | 6-Sep-20 | facebook | Netcard *Every Second HRJ* | Jpeg |
| Mon | 7-Sep-20 | facebook | Netcard*Flight HRJ* | Jpeg |
| Tues | 8-Sep-20 | facebook | Netcard*Gap HRJ* | Jpeg |
| Wed | 9-Sep-20 | facebook | Netcard*Identity HRJ* | Jpeg |
| Thur | 10-Sep-20 | facebook | Netcard*Imperfect HRJ* | Jpeg |
| Fri | 11-Sep-20 | facebook | Netcard *Imperfection HRJ* | Jpeg |
| Sat | 12-Sep-20 | facebook | Netcard*Just Like Us HRJ* | Jpeg |
| Sun | 13-Sep-20 | facebook | Netcard*Loss* *HRJ* | Jpeg |
| Mon | 14-Sep-20 | facebook | Netcard*Lotus HRJ* | Jpeg |
| Tue | 15-Sep-20 | facebook | Netcard*Mirror HRJ* | Jpeg |
| Wed | 16-Sep-20 | facebook | Netcard*Money HRJ* | Jpeg |
| Thur | 17-Sep-20 | facebook | Netcard*More HRJ* | Jpeg |
| Fri | 18-Sep-20 | facebook | Netcard*Net-worth* *HRJ* | Jpeg |
| Sat | 19-Sep-20 | facebook | Netcard*Never HRJ* | Jpeg |
| Sun | 20-Sep-20 | facebook | Netcard*No compromise HRJ* | Jpeg |
| Mon | 21-Sep-20 | facebook | Netcard*Poverty HRJ* | Jpeg |
| Tue | 22-Sep-20 | facebook | Netcard*Quantify HRJ* | Jpeg |
| Wed | 23-Sep-20 | facebook | Netcard*Reflecton HRJ* | Jpeg |
| Thur | 24-Sep-20 | facebook | Netcard*Retains a dignity HRJ* | Jpeg |
| Fri | 25-Sep-20 | facebook | Netcard*Scale HRJ* | Jpeg |
| Sat | 26-Sep-20 | facebook | Netcard*Seeking HRJ* | Jpeg |
| Sun | 27-Sep-20 | facebook | Netcard*Sorry HRJ* | Jpeg |
| Mon | 28-Sep-20 | facebook | Netcard*Stand HRJ* | Jpeg |
| Tue | 29-Sep-20 | facebook | Netcard*Suffering HRJ* | Jpeg |
| Wed | 30-Sep-20 | facebook | Netcard*True about you HRJ* | Jpeg |
| Wed | 30-Sep-20 | facebook | Netcard*Truth HRJ* | Jpeg |