

**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 | Jpeg  Post: Email us at [xxx@xxx.xxx](mailto: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 |