



Social Media Platforms

	Week of October 15	Week of October 22	Week of October 29	Week of November 5	Week of November 12	Week of November 19	Week of November 26 (#iGiveCatholic Nov. 27)	Post-#iGiveCatholic
Website								
Add #iGiveCatholic web banner and key messaging to website	†							†
Email Communications								
#iGiveCatholic newsletter distribution	†		†		†		†	
Add #iGiveCatholic badge to staff email signature	†							
Facebook								
Change cover image to #iGiveCatholic banner	†							
Change profile icon to #iGiveCatholic badge	†							
Post #iGiveCatholic promotional images	†	†	†	†	†	†	†	
Announce participating with #iGiveCatholic on Giving Tuesday	†							
Post unique organizational photos, stories, and videos, including #iGiveCatholic, @iGiveCatholic, and message points from Marketing Toolkit. Provide links to organization website and iGiveCatholic.org.	†	†	†	†	†	†	†	†
Share #iGiveCatholic's and your arch/diocese's Facebook posts	†	†	†	†	†	†	†	†
Post fundraising updates and successes							2x/day †	†
Twitter								
Change cover image to #iGiveCatholic banner	†							
Change profile icon to #iGiveCatholic badge	†							
Retweet #iGiveCatholic's (@iGiveCatholic) Twitter posts		†	†	†	†	†	†	
Post unique organizational photos, stories, and videos, including #iGiveCatholic, @iGiveCatholic and message points from Marketing Toolkit. Provide links to organization website and iGiveCatholic.org.		†	†	†	2-3x/day †	2-3x/day †	2-3x/day †	†
Post fundraising updates and successes							4x/day †	†
Instagram								
Change profile icon to #iGiveCatholic badge	†							
Repost #iGiveCatholic's (@iGiveCatholic) Instagram posts		†	†	†	†	†	†	
Post unique organizational photos, stories, and videos, including #iGiveCatholic, @iGiveCatholic, and message points from Marketing Toolkit. Provide links to organization website and iGiveCatholic.org.		†	†	†	†	†	†	
Post fundraising updates and successes							2x/day †	†
Video								
Post a short video across all social channels supporting #iGiveCatholic and challenging others to get involved	†			†			†	
Share your #iGiveCatholic promotional videos across all social channels to challenge others to get involved	†			†			†	