



JOY OF GIVING

Social Media Marketing Timeline

Six Weeks Out (April 6)	Five Weeks Out (April 13)	Four Weeks Out (April 20)	Three Weeks Out (April 27)	Two Weeks Out (May 4)	One Week Out (May 11)	Week Of Joy of Giving Day (May 18)	After Joy of Giving Day Thank You
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Website								
Add Joy of Giving Day web banner and messaging to website	✚							✚
Email Communications								
Email/newsletter distribution with Joy of Giving Day project and information including URL to profile page	✚		✚		✚		✚	
Add Joy of Giving Day logo to staff email signature	✚							
Facebook								
Change cover image to Joy of Giving Day banner	✚							
Change profile icon to Joy of Giving Day badge	✚							
Post Joy of Giving Day promotional images	✚	✚	✚	✚	✚	✚	✚	
Announce participating with Joy of Giving Day on May 18	✚							
Post unique organizational photos, stories, and videos, tag #JoyofGiving Day, and include messages from templates in Marketing Toolkit under Resources. Provide links to organization website and URL	✚	✚	✚	✚	✚	✚	✚	✚
Share Joy of Giving Day Facebook posts	✚	✚	✚	✚	✚	✚	✚	✚
Post fundraising updates and successes, ask followers to like and share							2-4x/day ✚	✚
Twitter								
Change cover image to Joy of Giving Day banner	✚							
Change profile icon to Joy of Giving Day logo	✚							
Retweet Joy of Giving Day Twitter posts		✚	✚	✚	✚	✚	✚	
Post unique organizational photos, stories, and videos, including Joy of Giving Day, and include messages from templates in Marketing Toolkit under Resources. Provide links to organization website and URL		✚	✚	✚	2-3x/day	2-3x/day	2-3x/day ✚	✚
Post fundraising updates and successes, ask followers to like and retweet							4x/day ✚	✚
Instagram								
Change profile icon to Joy of Giving Day logo	✚							
Repost Joy of Giving Day Instagram posts		✚	✚	✚	✚	✚	✚	
Post unique organizational photos, stories, and videos, including Joy of Giving Day, and include messages from templates in Marketing Toolkit under Resources. Provide links to organization website and URL		✚	✚	✚	✚	✚	✚	
Post fundraising updates and successes, ask followers to like and share							2x/day ✚	✚
Video								
Post a short video across all social channels supporting Joy of Giving Day and challenging others to get involved	✚			✚			✚	
Share your Joy of Giving Day promotional videos across all social channels to challenge others to get involved	✚			✚			✚	