

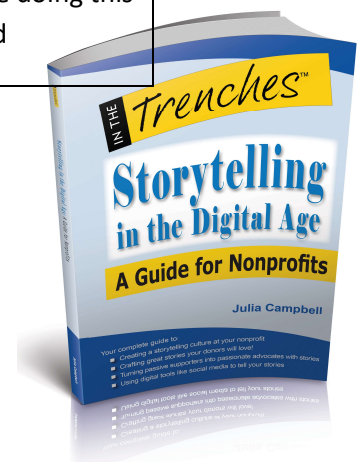
## APPENDIX B – SOCIAL MEDIA CONTENT CALENDAR TEMPLATE

Channel	Monday	Tuesday	Wednesday	Thursday <sup>1</sup>	Friday
Facebook Page - Morning Post	Photo from the event over the weekend	Testimonial and video	Post about fundraising event tomorrow with fun video	#TRT (Throwback Thursday) - Fun photo	Photos from last night's event
Facebook Page - Afternoon Post	Reminder to register for Thursday's event	Link to blog post	Post 3 reasons to attend the event tomorrow with fun photo	Link to blog post promoting the event	Top Fundraisers, photo
Twitter - Morning Tweet	Tweet a photo from the event over the weekend	Retweet	Tweet about fundraising event tomorrow with fun video	#TRT (Throwback Thursday) - Fun photo	Photos from last night's event
Twitter - Afternoon Tweet	Retweet	#CharityTuesday - highlight a nonprofit partner	Tweet 3 reasons to attend the event tomorrow with fun photo	#ThankfulThursday - walk sponsor, photo	Top Fundraisers, photo
Twitter - Evening Tweet	Reminder to register for Thursday's event	Tweet out the blog post link	Reminder to register for Thursday's event	Tweet out the blog post link	TGIF, what's everyone doing this weekend

<sup>1</sup> BIG FUNDRAISING EVENT ON THURSDAY!

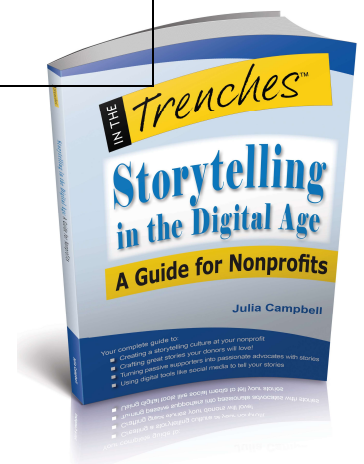
From the book *Storytelling in the Digital Age: A Guide for Nonprofits*, by Julia Campbell © 2017

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LinkedIn Profile	Reminder to register for Thursday's event	Link to blog post	Post about fundraising event tomorrow with link to registration	Link to blog post	Thank you for attending the event/thanks to our sponsors
LinkedIn Company Page	Reminder to register for Thursday's event	Link to blog post	Post about fundraising event tomorrow with link to registration	Link to blog post	Thank you for attending the event/thanks to our sponsors
Pinterest	Pin an infographic	Pin a neat How To post	Pin a photo from behind the scenes at the event	Pin a #TRT photo	Pin a fun quote/fun photo
Instagram	Post a picture of the office shot at a cool angle	Post a video of volunteer training	Share a photo from setting up the event	Post a photo of the event	Post a photo of the event
Blog	N/A	Top 10 Nutrition Tips	N/A	Post promoting the event - top 10 reasons to attend	N/A
Email Newsletter	N/A	N/A	Send email reminder about event tomorrow	N/A	N/A



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