

DIGITAL STORYTELLING CALENDAR TEMPLATE

WEEK: August 21					
Channel	Monday	Tuesday	Wednesday	Thursday	Friday
Website update	Upload Brenda's story to website	Embed the live FB video onto the website so people can watch replay	Upload Todd's story to website		
Email to subscribers	Brief clip of Brenda's story, lead back to website	Email right before ED goes live on FB letting people know how to watch; also that they can watch the replay	Brief clip of Todd's story, lead back to website		
Facebook Page	Photo of Brenda, caption with her story, lead back to website	ED to go live on the FB page, discussing the Campaign and asking for contributions	Photo of Todd, caption with his story, lead back to website		
Twitter - Morning Tweet	Photo of Brenda, caption with her story, lead back to website	Tweet that the ED is going live on FB	Photo of Todd, caption with his story, lead back to website		
Twitter - Midday Tweet	Retweet a partner	Tweet that people can watch the replay of the live FB video	Retweet a sponsor		
Twitter – Afternoon/Evening Tweet	Tweet out information or an article related to the cause	Tweet that there are still ways to get involved in the Campaign, direct to website	Tweet out information or an article related to the cause		
LinkedIn Profile	Photo of Brenda, caption with her story, lead back to website	Let people know that the ED is going to go live, link to FB page, give the time	Photo of Todd, caption with his story, lead back to website		

For more detailed information on creating a Digital Storytelling Calendar, refer to the new book:

Storytelling in the Digital Age: A Guide for Nonprofits, by Julia Campbell © 2017 Learn more: <http://amzn.to/2uVthzl>

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LinkedIn Company Page	Photo of Brenda, caption with her story, lead back to website	Let people know that the ED is going to go live, link to FB page, give the time	Photo of Todd, caption with his story, lead back to website		
Pinterest	Photo of Brenda, caption with her story, lead back to website	Pin the live video replay from the website	Photo of Todd, caption with his story, lead back to website		
Instagram	Photo of Brenda, caption with her story, lead back to website	Do an Instagram story telling people that the ED is going live and how to watch	Photo of Todd, caption with his story, lead back to website		

WEEK: August 28	Monday	Tuesday	Wednesday	Thursday	Friday
Channel					
Website update					
Email to subscribers					
Facebook Page					
Twitter - Morning Tweet					
Twitter - Midday Tweet					
Twitter – Afternoon/Evening Tweet					
LinkedIn Profile					

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DIGITAL STORYTELLING CALENDAR TEMPLATE

LinkedIn Company Page					
Pinterest					
Instagram					

WEEK: September 4					
Channel	Monday	Tuesday	Wednesday	Thursday	Friday
Website update					
Email to subscribers					
Facebook Page					
Twitter - Morning Tweet					
Twitter - Midday Tweet					
Twitter – Afternoon/Evening Tweet					

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