



Social Media Marketing Timeline

	Six Weeks Out	Five Weeks Out	Four Weeks Out	Three Weeks Out	Two Weeks Out	One Week Out	Week Of #iGiveCatholic Giving Day	After #iGiveCatholic
--	---------------	----------------	----------------	-----------------	---------------	--------------	-----------------------------------	----------------------

Website								
Add #iGiveCatholic web banner and key messaging to website	†							†
Email Communications								
Email/newsletter distribution with #iGiveCatholic project and information including URL to profile page within igivecatholic.org	†		†		†		†	
Add #iGiveCatholic logo 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, tag #iGiveCatholic, @iGiveCatholic, and include message points from Marketing Toolkit. Provide links to organization website and URL in iGiveCatholic.org.	†	†	†	†	†	†	†	†
Share #iGiveCatholic's and your arch/diocese's Facebook posts	†	†	†	†	†	†	†	†
Post fundraising updates and successes, ask followers to like and share							2-4x/day †	†
Twitter								
Change cover image to #iGiveCatholic banner	†							
Change profile icon to #iGiveCatholic logo	†							
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, ask followers to like and retweet							4x/day †	†
Instagram								
Change profile icon to #iGiveCatholic logo	†							
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, ask followers to like and share							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	†			†			†	