



Social Media Marketing Timeline

| | Six Weeks Out Oct. 17th | Five Weeks Out Oct. 24th | Four Weeks Out Oct. 31st | Three Weeks Out Nov. 7th | Two Weeks Out Nov. 14th | One Week Out Nov. 21st | Week Of #iGiveCatholic Giving Day Nov. 28th | After #iGiveCatholic Thank You Dec. 5th |
|--|----------------------------|-----------------------------|-----------------------------|-----------------------------|----------------------------|---------------------------|--|--|
| 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 | † | | | † | | | † | |
|---|---|--|--|---|--|--|---|--|