



# Social Media Platforms

	Week of October 16	Week of October 23	Week of October 30	Week of November 6	Week of November 13	Week of November 20	Week of November 27 (#iGiveCatholic Nov. 28)	Post- #iGiveCatholic
<b>Website</b>								
Add #iGiveCatholic web banner and key messaging to website	†							†
<b>Email Communications</b>								
#iGiveCatholic newsletter distribution	†		†		†		†	
Add #iGiveCatholic badge to staff email signature	†							
<b>Facebook</b>								
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, including #iGiveCatholic, @iGiveCatholic, and message points from Marketing Toolkit. Provide links to organization website and iGiveCatholic.org.	†	†	†	†	†	†	†	†
Share The Catholic Foundation and participating organizations Facebook posts	†	†	†	†	†	†	†	†
Post fundraising updates and successes							2x/day †	†
<b>Twitter</b>								
Change cover image to #iGiveCatholic banner	†							
Change profile icon to #iGiveCatholic badge	†							
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							4x/day †	†
<b>Instagram</b>								
Change profile icon to #iGiveCatholic badge	†							
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							2x/day †	†
<b>Video</b>								
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	†			†			†	