



Social Media Plan: Example Template

W/C	Urgency	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY and SUNDAY
07/09/2020	Priority	Twitter – find external news story	Twitter - #CharityTuesday	Twitter/Facebook: create graphics for event promotion	Twitter/Facebook: one week until event	Schedule social media for weekend and next week	Scheduled
07/09/2020	If time	Facebook	Facebook	Search hashtags			
14/09/2020	Priority	Facebook – find external news story	Twitter - #CharityTuesday	Twitter/Facebook: one day until event	Live tweeting and Facebook posting from evening event	Schedule social media for weekend and next week	Scheduled
14/09/2020	If time	Twitter	Facebook	Search hashtags			
21/09/2020	Priority	Facebook: create photo album from last week's event	Twitter - #CharityTuesday	Twitter/Facebook: create graphics for volunteer appeal	Twitter and Facebook: promote volunteer appeal	Schedule social media for weekend and next week	Scheduled
21/09/2020	If time	Twitter	Facebook	Search hashtags			

Don't forget:

- Just take on as much as you and your colleagues can handle. Social media is part of your marketing strategy, but if you only have the time to use one social media platform, don't try and juggle two or three, and never post for the sake of it. Carefully considered and relevant posts do better!
- If you need approval from senior staff before you post content, arrange regular meetings to cover a few weeks' worth of posts.
- Share your completed plan with anyone who needs to contribute to it – you need more than one member of staff in case of illness or annual leave.
- Print off a plan for the office if you have lots of volunteers or staff members who may struggle to find the document on the computer system.
- Only share social media passwords with those who need them. Make sure your social media accounts are registered with the email address of a current staff member, as any 'forgot your password' emails will be sent there.