2016 Social Media Calendar

The following prospect communication plan focuses on social media activity, but content used can be repurposed for and from the CF website, letters, and communication pieces being prepared in-house as well as current events at the Foundation, locally, and in the world.

Customize the posts to be friendly, funny, informative, and/or relatable, plus use graphics and actual photos that represent Grant County, whenever possible, as they get the most hits typically.

Hashtag: #GiveToGrant

Assignment	Post Type	Facebook	Twitter	Instagram
ED	Best Giving Story of the Month	+	+	
CFO	Ways to Donate	+	+	
CFO	Financial Reason to Give	+	+	
DM	Donor/Fund Story	+	+	
DM	CF History, #TBT	+	+	
DM	Bicentennial Post	+	+	+
GM	Youth Grant Story	+		+
GM	Present Day Grants	+		
GM	Scholarship Stories	+		+
GM	Contest	+		+
GM	GM5	+		+
OC	Unselfies	+	+	+
OC	Honorary/Memorial Post	+		
OC	New Fund Love	+		
OC	Grow Fund – Nonprofit Endowments	+		
NA	No Posting	+	+	+

January

W.	S	M	T	W	T	F	S
						1	2
1		4	5	6	7	8	
2		11	12	13	14	15	
3		18	19	20	21	22	
4		25	26	27	28	29	

	Start	End	%↑↓
Facebook			
Twitter			
Instagram			

February

W.	S	M	T	W	T	F	S
5		1	2	3	4	5	
6	7	8	9	10	11	12	
7		15	16	17	18	19	
8		22	23	24	25	26	
9		29					

	Start	End	%↑↓
Facebook			
Twitter			
Instagram			

March

W.	S	M	T	W	T	F	S
9			1	2	3	4	
10		7	8	9	10	11	
11		14	15	16	17	18	
12		21	22	23	24	25	26
13		28	29	30	31		

	Start	End	%↑↓
Facebook			
Twitter			
Instagram			

April

W.	S	M	T	W	T	F	S
13						1	
14		4	5	6	7	8	
15		11	12	13	14	15	
16	17	18	19	20	21	22	
17		25	26	27	28	29	

	Start	End	%↑↓
Facebook			
Twitter			
Instagram			

May

W.	S	M	T	W	T	F	S
17		2	3	4	5	6	
18		9	10	11	12	13	
29		16	17	18	19	20	
20		23	24	25	26	27	
21		30	31				

	Start	End	%↑↓
Facebook			
Twitter			
Instagram			

June

W.	S	M	T	W	T	F	S
22			1	2	3		
23		6	7	8	9	10	
24		13	14	15	16	17	
25		20	21	22	23	24	
26		27	28	29	30		

	Start	End	%↑↓
Facebook			
Twitter			
Instagram			

July

W.	S	M	T	W	T	F	S
26						1	
27		4	5	6	7	8	
28		11	12	13	14	15	
29		18	19	20	21	22	
30		25	26	27	28	29	

	Start	End	%↑↓
Facebook			
Twitter			
Instagram			

August

W.	S	M	T	W	T	F	S
31		1	2	3	4	5	
32		8	9	10	11	12	
33		15	16	17	18	19	
34		22	23	24	25	26	
35		29	30	31			

	Start	End	%↑↓
Facebook			
Twitter			
Instagram			

September

W.	S	M	T	W	T	F	S
35					1	2	
36		5	6	7	8	9	
37		12	13	14	15	16	
38		19	20	21	22	23	
39		26	27	28	29	30	

	Start	End	%↑↓
Facebook			
Twitter			
Instagram			

October

W.	S	M	T	W	T	F	S
40		3	4	5	6	7	
41		10	11	12	13	14	
42		17	18	19	20	21	
43		24	25	26	27	28	
44		31					

	Start	End	%↑↓
Facebook			
Twitter			
Instagram			

November

W.	S	M	T	W	T	F	S
44			1	2	3	4	
45		7	8	9	10	11	
46		14	15	16	17	18	
47		21	22	23	24	25	26
48		28	29	30			

	Start	End	%↑↓
Facebook			
Twitter			
Instagram			

December

W.	S	M	T	W	T	F	S
48					1	2	
49		5	6	7	8	9	
50	11	12	13	14	15	16	
51		19	20	21	22	23	
52		26	27	28	29	30	

	Start	End	%↑↓
Facebook			
Twitter			
Instagram			