

SUGGESTED CONTENT

calendar

Use this template with suggested content to get your social media strategy started. Be open-minded about what this can look like for your organization, but always include either a photo or video and a call to action. For more ideas and inspiration, check out Josie Joan Creative's Nonprofit Marketing Essentials.

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
	Team Member Spotlight Board or Staff	Giving Donation Request	Promote Upcoming Event/ Program	Thankful Thursday Sponsor/ Donor	Fact Friday Program Information	Agency Happenings Photo from the week
Promote Upcoming Event/ Program	Mission Monday Testimonial	Giving Volunteer Opportunities	Inform Relevant Article	Thankful Thursday Volunteer	Fact Friday Program Statistics	Promote Upcoming Event/ Program
Quote Motivational or from Client	Remember Monday Past event/ agency photo	Giving Donation Request	Promote Upcoming Event/ Program	Thankful Thursday Partner	Fact Friday Program Information	Agency Happenings Photo from the week
Promote Upcoming Event/ Program	Mission Monday Testimonial	Giving Volunteer Opportunities	Inform Relevant Article	Thankful Thursday Volunteer	Fact Friday Program Statistics	Promote Upcoming Event/ Program
Quote Motivational or from Client	Remember Monday History of agency	Giving Your choice!	Promote Upcoming Event/ Program			

Other ideas _____
