

2018 Social Media Plan – Annual Campaign

Proposed Digital Assets

Content messaging – Plan is to post at least 2x AFTER kick off. May move dates as needed due to incoming Annual Campaign efforts, events and messaging.

DATE	MESSAGING	VISUAL
1/15/2018	FACEBOOK/TWITTER/INSTAGRAM: Let the countdown to Annual Campaign begin. link	IMAGE: Countdown 20 Days
1/21/18	FACEBOOK/TWITTER/INSTAGRAM: Last year, we raised over 1 million in Federal Aid to give back to the community. Join us as we ready to beat last year's record! link	IMAGE: Countdown 15 Days
1/22/2018	FACEBOOK/TWITTER: Hey, we're gearing up for Annual Campaign. See what you can do to help build a better us.	VIDEO: US from the Y
1/25/18	FACEBOOK/TWITTER/INSTAGRAM: Together we can do so much. link	IMAGE: Countdown 10 Days
1/26/2018	FACEBOOK: Have you signed up to be a campaigner for your Y yet? Learn more about how you can help your community today.	LINK: https://www.ymcaoc.org/annual-campaign/
1/29/2018	FACEBOOK: Annual Campaign is just around the corner. Join us as we strengthen and empower the community together.	IMAGE: Childcare photo
1/31/18	FACEBOOK/TWITTER/INSTAGRAM: "Because of the generosity of the Y, and the members who contribute unselfishly, my children can experience the activities and joys of being with their dad and new friends, sharing life learning experiences in a	IMAGE: 5 Day left -

	caring, nurturing, and fun environment.” – YMCA Dad	
2/4/2018	FACEBOOK/TWITTER/INSTAGRAM: “Without the scholarship, I would not be able to afford it. The staff at the Y was kind and understanding of my situation and did everything they could to help. My son loves the Y and has learned so much. I am thankful for programs like the Y, who focus on our kids and see the importance of providing a safe and educational environment for them.” YMCA Afterschool Care Parent	IMAGE: 1 DAY LEFT
2/5/2018	FACEBOOK: It’s here! We are officially kicking off our Annual Fundraising Campaign to raise money for those in need in our community. https://www.ymcaoc.org/donate-today/	IMAGE: Main Campaign Imagery (S:\AO\Marketing\Marketing 2.0\Campaign\2018\Web\Social - Main Imagery)
2/12	FACEBOOK/INSTAGRAM (Maple, MA, OC): Did you know just \$25 can sponsor 1 adult for one month of membership at our Health and Fitness center? (All other pages) Did you know that 100% of your donation will help young people achieve their potential, have more opportunities, and most of all, healthier lives? Annual-campaign link	IMAGE: Health and Wellness Image (both)
2/19	FACEBOOK/TWITTER: One Y. One Goal. One Gift. That’s all it takes to make a difference in someone’s life. Learn how you can make a difference. https://www.ymcaoc.org/donate-today/	IMAGE: Main Campaign Imagery (S:\AO\Marketing\Marketing 2.0\Campaign\2018\Web\Social - Main Imagery)

2/22	FACEBOOK/TWITTER: Giving is good for your health. Trust us. It's science.	LINK: https://www.huffingtonpost.com/2013/12/01/generosity-health_n_4323727.html
2/26	Facebook OC Every dollar makes a difference. Did you know \$1,000 can sponsor 3 underserved kids for 8 weeks in our childhood obesity prevention program called Earn a Bike?	LINK: https://www.ymcaoc.org/donate-today/
2/28	Facebook: When our communities are strong, our country is strong. https://www.ymcaoc.org/donate-today/	Video: https://www.youtube.com/watch?v=IbJQsbrwos0
3/5	FACEBOOK: Did you know 100% of your donation goes to helping members of your community? https://www.ymcaoc.org/donate-today/	IMAGE: Image according to offerings from each service area.
3/8	FACEBOOK/INSTAGRAM: With your donation, we are opening the door to a stronger community.	IMAGE OR VIDEO: https://www.youtube.com/watch?v=3EsVHtJOCYg
3/12	FACEBOOK/TWITTER: Be a part of something bigger.	Link: https://familyshare.com/2078/6-reasons-why-you-should-donate-to-charities
3/16	FACEBOOK: Even small donations have a big impact in our community.	Link: https://www.forbes.com/sites/learnvest/2015/11/13/small-donation-big-impact-what-you-need-to-know-about-microgiving/#763098ce2a36