

SAMPLE - SOCIAL MEDIA PLAN

➤ **JANUARY** - Building excitement about registration opening / save the date / why we walk

➤ **FEBRUARY/MARCH** - Register today! Register your team!

➤ **MARCH** - Early bird registration ends April 1. Local participant/volunteer stories.

➤ **APRIL** - Register today! Sponsor thank yous. Welcoming teams/participants. Leader board celebrations.

➤ **MAY**- last minute reminders. Walk in registration. Walk day shares. Photos post event. Big thank yous!!

💡 Here's a list of post ideas...to get you started

Join us for Steps for Life on [DATE]! Register online at [Friendly URL] – children 13 & under can be registered for free!

What's your reason to walk? Combine your reason with a photo from your walk.

Flag April 28th as the National Day of Mourning for workers injured or killed on the job. Look for Threads of Life's posts and stories shared in the weeks prior and share to your page.

Do a shout out to your local sponsors! Once their logo has been added to your community's page, share the friendly URL with a welcome and thanks for their support!

We can take bigger steps forward when we're walking together! Walk as a Team – and multiply your impact! (Include a team photo from your walk or the PSA video!)

Aim to share posts about Threads of Life (the organization) every 5th post or so. We publish a new blog post every week, so that's a great source of material! Sharing information about Threads of Life provides context for why we're hosting a Steps for Life walk in your community, why people should care, and why we need their support (and donations). Head to threadsoflife.ca/news and click on the "Steps for Life" category on the right!

how to post

- **Post a link to your Community page using the Friendly URL.** Where can you find the prettiest version of the link to your page? Head to stepsforlife.ca, click on "About", then "Locations" and right-click on your community to "copy link" or "save link as". Paste the Friendly URL and you'll find it shorter and cleaner than the one that appears at the top of the page.
- **Find photos from previous walks in your community.** Does someone on your committee have photos from previous years that they can share? They're great source material! You can also ask your RDC if we have photos on file from your community from years past.
- **Share other Steps for Life and Threads of Life posts.** You'll find we share content regularly on our two Facebook pages: Steps for Life and Threads of Life. You can also find other communities' Steps for Life pages by doing a simple search on Facebook - like their pages and "borrow" from each other!
- **Schedule a post to go out at a specific time / on a specific date.** If you click the little triangle beside "Publish", you'll open a menu that allows you to choose to schedule your post! Simply select the date & time you want and click "Schedule"!



Have any questions?

Simply contact your RDC for more information.

1.888.567.9490