

## Social Media Calendar

With any campaign it is important to sell yourself as well as the campaign. Now doing this is not always as easy as it sounds. It is vital that you keep your content frequent and on message. Great ways you can do this are by • Celebrating all victories

- Be Positive
  - If you don't believe in your campaign, why should anyone else?
- Share your rewards online

The following are simply guidelines to indicate when you could be posting and what.

*This should not be seen as all that needs to be posted, these are the most important posts for all campaigns.*

All campaigns are different, as they have different goals and success rates.

### 30 Day Social Media Calendar

#### Day 1: Campaign Launch

- Post on your social media (personal & business) about your [Thundafund.africa](http://Thundafund.africa) campaign.
  - Get your friends to share your posts to reach more people.
  - Boost your posts on your business Facebook, LinkedIn, Instagram etc accounts.
- Post Information about crowdfunding, to educate your network of people on this new shopping/fundraising method.
- Create a Facebook store.
  - Take your rewards and add them to a store (such as the one on Thundafund's Facebook page).
  - Doing this allows you to tag your rewards in all your posts as a call to action.
  - Be sure to add visuals to your rewards.

#### Day 2: Progress Update

- Thank your supporters and let them know how the campaign is going.
- Set fundraising goals for each day or week.
- Cheer your campaign on,
  - "keep going"
  - "we hit R\_\_\_\_\_ today, thank you everyone"

#### Day 5: Cheer them on!

- Acknowledge that you are 5 Days in and say thank you to all your supporters.
- Reinforce that your campaign is still going and remind people of your mission, and that you still need their help. And the positive impact if they do!

**Day 7:** One Week In

- Say thank you for one week of amazing support.
- Progress Update

**Day 11:** Progress Update

**Day 15:** The Half Way Mark

- Announce that your campaign has reached the half way point in your campaign

**Day 17:** Progress Update

**Day 21:** 10 Days

- Begin a countdown, as your campaign reaches its end.
- The countdown brings about a sense of urgency, and can encourage hesitant donors to take the plunge and pledge funds towards your campaign.
- Use a cute piece of artwork to give your countdown a visual element and make it stand out.

**Day 22:** 9 Days

- Progress Update
- Share rewards
  - When sharing your rewards be careful to post them at the right time of day. (I.e. If your reward is related to breakfast, post it in the morning when people are thinking of breakfast).

**Day 23:** 8 Days

- Progress Update

**Day 24:** 7 Days

- Share rewards

**Day 25:** 6 Days

- Post about crowd funding, inform your audience about how it works and how they can use it to help you.
- Progress Update

**Day 26:** 5 Days

- Share rewards

**Day 27:** 4 Days

- Progress Update

**Day 28:** 3 Days

- Share reward

**Day 29:** 2 Days

- Progress Update

**Day 30:** The Last Chance

- Progress Update
- Share Reward
- Heartfelt Post

**Day 31:** Wrap it up

- Say thank you for the support (use images if possible).
- Report of the success of the campaign.