

Example Post

What is the focus? (Story, event, program, resource...)

Audience(s)? (Adults, teens, parents, seniors, etc.)

Call to action? (Register, learn more, donate, etc.)

What is the goal? (Attendance, awareness, usage, engagement, website traffic...)

Hashtags? Partners? Sponsors? Co-hosts?

Media type(s)? (Video, photo, link, live video, FB event...)

Platforms: Facebook
 Twitter
 Instagram
 Other

Facebook Message:

Twitter Message (280 limit, 71-100 characters ideal)

Instagram Message (150 ideal)

Comments/Notes: