Big Give Gage  
Social Media Timeline

#BIGGIVEGAGE

**Step 1: Like the Gage County Foundation on Facebook**

**Step 2: Like and share Big Give posts on Gage Co. Foundation page. Approximate timeline below.**

June 1 – Save the Date



August 1 – Update Cover Photo



August 10 – One Month to Go

A picture containing text, font, logo, screenshot

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August 11 – Don’t Wait! Non-Profit Sign Up Deadline

 

August 18-26 – Drum Roll…Participating Non-Profit Announcements



August 27 – Ways to Give



August 30 – Did You Know?



September 1 – Donate, Donate, Donate! Online Giving



September 2 – 2023 Organizations Post

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September 7 – Countdown Begins! 7 Days to Go!

 

September 11 – Change Profile Pic to Big Give Gage Logo



September 13 – Historic Day!



September 13 – Tomorrow is the Big Day!



September 14 – Today is the day to GIVE BIG!



**Step 3: Look out for these other posts to share throughout August & September:**

* Join Us! - Radio Shows



* Support in Style! – Big Give Tee-Community



* Sponsor Recognition

 

* Non-Profit Announcement



Tips & Tricks  
for a successful Social Media Campaign

#BIGGIVEGAGE

1. **Like** & **SHARE** original posts from Gage Co. Foundation page to your organization AND personal Facebook pages.
2. Use hashtag #biggivegage when creating or sharing posts!
3. Include link to [www.biggivegage.org](http://www.biggivegage.org) or to your specific non-profit site in post descriptions.
4. Create your own posts! Use Canva or other FREE social media content sites that have ready to use templates & designs. (Hint: it’s where nearly all of the Big Give posts were created!)
5. Schedule or share posts during high-traffic times. I time our posts for 12:00 pm and 4:30 pm. (Use the scheduling tool on Facebook to create posts ahead of time.)
6. Be consistent! If you post 2-3 times a week, keep up that pace. Posting every day can be hard, and results in fatigue for both your org and your followers. Do what’s achievable in your time frame!