

Suggested Social Media Posting Schedule

Here's your quick guide to help you plan out when and how often to post! These are merely suggestions, so feel free to control your own posting schedule (*just remember to post often!*)

Use whichever platforms are best for you. Be yourself and have fun sharing about your **Go The Extra Mile** Experience. The more excitement and information that you share with your potential partners, the more they'll be excited too!

You can also integrate your Instagram and Facebook profiles for quick and easy posting to both platforms at once. Feel free to reach out to lauren.hart@stadiachurchplanting.org if you're unsure on how to do this or have any questions about how to post something on social media.

📌 DON'T FORGET TO TAG STADIA, AND USE THE HASHTAG 📌
@stadiachurchplanting | #StadiaGoTheExtraMile

Week 1: August 7-13 (5 Weeks Out)

- Post on the platform(s) of your choice (Facebook, Instagram, Twitter, TikTok) by sharing one of Stadia's posts or one of your own and a link to your Classy fundraising page!

Week 2: August 14-20 (4 Weeks Out)

- Post Again on the platform(s) of your choice. Use any of the posts provided in the Media Resources tab or post a photo of yourself training or being active and remind your audience what you'll be up to in **one month**.

Week 3: August 21-27 (3 Weeks Out)

- Post once on the platform(s) of your choice.
- Begin posting on your Instagram and/or Facebook Stories too!
 - *Did you know? There are story templates in the Media Resources tab AND you can find Stadia gifs in your social apps by searching @Stadiachurchplanting in the gif search bar.*

Week 4: August 28-September 3

- Post once on the platform(s) of your choice
- Share one of Stadia's GTEM posts to your Instagram and Facebook stories.

Week 5: September 4-10

- Post at least once on the platform(s) of your choice
- Share a picture or video of the location of your event!

Week of Go The Extra Mile: September 11-17

- Post at least once on the platform(s) of your choice and share that Go The Extra Mile is *THIS WEEK!*
- Try sharing a video of yourself and share how a quick message about what you'll be doing on Saturday and why.

Go The Extra Mile Day: September 17

- Post photos and videos on your stories and profiles of you and your team throughout the day!
- Share posts from your team and from Stadia.
- At the end of the day, post a quick summary or thank you.

After: September 18 & Beyond

- Post a thank you note or video, and the total you raised if applicable.
- Share Stadia's thank you & total raised with your audience
- Take advantage of the "Thank you" & "Celebration" templates in the Media Resources tab