

ONLINE AND SOCIAL MEDIA CALENDAR 2020

www.CatholicCommunity.org/2020Appeal

	PRIOR	ANNOUNCEMENT WEEKEND FEBRUARY 2-3	COMMITMENT WEEKEND FEBRUARY 9-10	THANK YOU FEBRUARY 16-17	POST MONTHLY
Website					
Add Annual Appeal 2020 logos with a link to the video on the Annual Appeal Website. Instructions and links can be found at www.CatholicCommunity.org/parishmaterials	X				
Share monthly updates on your parish's progress towards goal					X
Add a link to your online giving page for the Catholic Charities Annual Appeal donation page www.CatholicCommunity.org/donate	X				
Facebook					
Use hashtag: #FacesofHope and #CCAppeal20 in all of your social media posts		X	X	X	
Share photos with "Faces of Hope" theme		X	X	X	
Share short video snippets found on the Annual Appeal website		X	X	X	
Tag Catholic Community Foundation and Catholic Charities-Diocese of Cleveland		X	X	X	
Twitter					
Use hashtag: #FacesofHope and #CCAppeal20 in all of your social media posts		X	X	X	
Share photos with "Faces of Hope" theme		X	X	X	
Tweet to Catholic Community Foundation @CathCommFound and Catholic Charities @ccdoacle		X	X	X	
Tag Catholic Community Foundation and Catholic Charities-Diocese of Cleveland					
Live					
Share the video with small groups: social outreach, social justice, youth ministry, volunteers, PSR, etc.		X	X	X	
Share video snippets before or after Mass in lobby or social hall with coffee and donuts		X	X		
Play video at Mass to introduce the Appeal and show the impact of gifts			X		