

SOCIAL MEDIA CALENDAR for Braille Challenge Month



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
#SundayFunday	#MotivationalMonday	#TriviaTuesday	#WisdomWednesday	#TBT	#FF/FollowFriday	#SpotlightSaturday
#SundayFunday	#MotivationalMonday	#TriviaTuesday	#WisdomWednesday	#TBT	#FF/FollowFriday	#SpotlightSaturday
#SundayFunday	#MotivationalMonday	#TriviaTuesday	#WisdomWednesday	#TBT	#FF/FollowFriday	#SpotlightSaturday
#SundayFunday	#MotivationalMonday	#TriviaTuesday	#WisdomWednesday	#TBT	#FF/FollowFriday	#SpotlightSaturday

POSTING TIPS

What you should do in every single post:

1. Add the hashtag of the day plus these two following hashtags (see images):
#BrailleChallenge2019-20
#[Your Regional]BrailleChallenge
2. Tag @brailleinstitute and @brailleinstituteyouth so your posts can show on our page and be exposed to our 8,500+ followers.

SUNDAY

#SundayFunday

Any fun videos or pictures you may have .



Competitors took part in a little fun rock climbing during our Friday activities at Braille Challenge Finals in 2019. #SundayFunday #BrailleChallenge2020 #BrailleLiteracy



👍 Like

💬 Comment

➦ Share

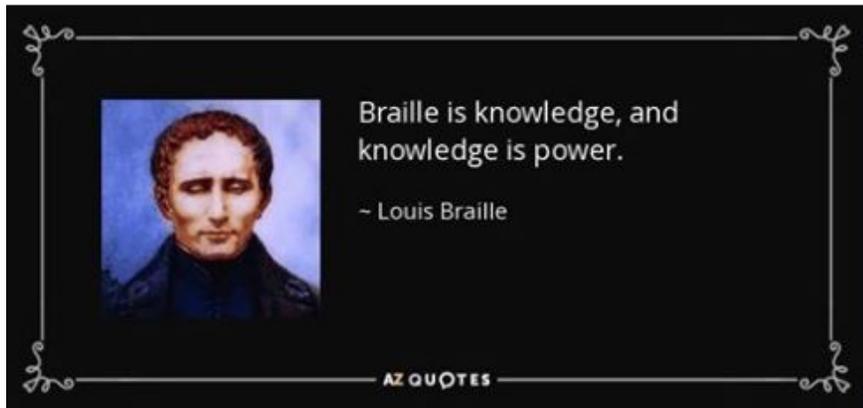
MONDAY

#MotivationalMonday

Motivational quote or story about braille literacy.



"Braille is knowledge, and knowledge is power," Louis Braille
#motivationalmonday #brailleliteracy #braillechallenge2020



TUESDAY

#TriviaTuesday

Question related to braille literacy
(you can do it just for fun to get engagement from your followers or offer a prize to the first person who answers correctly).



How old was Louis Braille when when he invented the Braille Code?
#triviatusday #brailleliteracy #braillechallenge2020



What day is Louis Braille's birthday?? #triviatusday #brailleliteracy
#braillechallenge2020



WEDNESDAY

#Wisdom Wednesday

Interesting fact or article about braille literacy.



Braille Institute

Published by Giovana Zanellato [?] · May 17 · 🌐

Did you know there's a special version of braille just for mathematics called Nemeth Code? It was invented by Dr. Abraham Nemeth and can be used to transcribe math, algebra and calculus. [#wisdomwednesday](#) [#braillechallenge2017](#) [#promotebrailleliteracy](#) [#theworldatyourfingertips](#)

THURSDAY

#TBT

Picture or video of past Braille Challenge.



Braille Institute

Published by Giovana Zanellato [?] · June 8 · 🌐

Here's one of the awesome 2016 Braille Challenge finalists super focused on her test during the finals last year. [#TBT](#) [#braillechallenge2017](#) [#promotebrailleliteracy](#) [#theworldatyourfingertips](#)



FRIDAY

#FF or FollowFriday

Highlight braille literacy-related organizations to follow on social media



b Braille Institute Youth
Just now · 🌐

#FF – @Braille Institute is the source to follow on social media for all things Braille Challenge and Braille literacy. Give them a follow to stay informed.
#BrailleChallenge2020 #BrailleLiteracy

👍 Like 💬 Comment ➦ Share

SATURDAY

#SpotlightSaturday

Video, link to story, or picture with quote related to Braille Challenge featuring contestants, alumni, TVIs, and other regionals.



b Braille Institute Youth
1 min · 🌐

Silvio Plata is one of the most-inspiring competitors in Braille Challenge history. Find out more about this cancer survivor, musician, and Braille master from Miami. #spotlightsaturday #brailleliteracy #braillechallenge2020 <https://www.nbcmiami.com/.../Local-Teen-Competing-in-Braille-...>



NBCMIAMI.COM
Miami Teen to Compete in National Braille Challenge
This South Florida teen is a whiz at Braille, beating out all the competition...

👍 Like 💬 Comment ➦ Share