

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
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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 .



Braille Institute Youth

Just now · 🌐

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

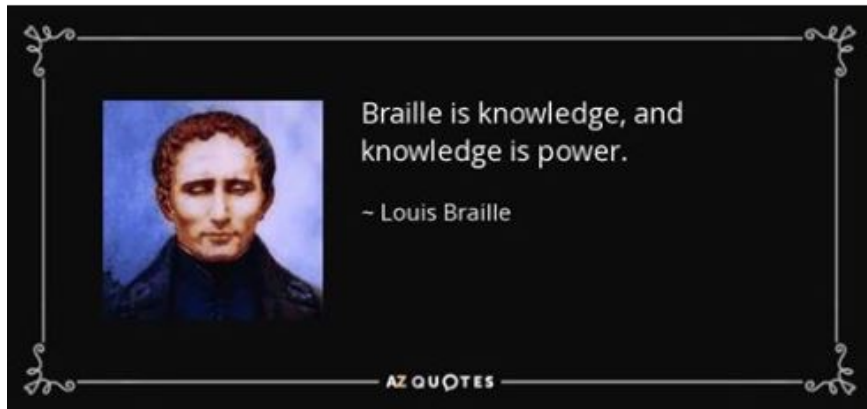
MONDAY

#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?
#triviatuesday #brailleliteracy #braillechallenge2020



What day is Louis Braille's birthday?? #triviatuesday #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](#) [#promotebrailledliteracy](#) [#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](#)
[#promotebrailledliteracy](#) [#theworldatyourfingertips](#)



FRIDAY

#FF or FollowFriday

Highlight braille literacy-related organizations to follow on social media



SATURDAY

#SpotlightSaturday

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

