

October 30, 2023 – Social Media Game Plan



Thanks to all who are working diligently on finalizing their profile pages. Please do your best to have this important task completed soon. We need everything ready at the start of the Advanced Giving period on Monday, November 13th.

THIS WEEK'S TASK? - Develop a **SOCIAL MEDIA GAME PLAN** for the next month.

- See attached for a recommended schedule and frequency of posts.
- Need sample posts, logos, as well as some great tips and tricks? All are outlined in section 3 “Spread the Word” of the [#iGC resource page](#).

Focus on the following:

- Create personalized [social media content/graphics](#).
 - ([Canva](#) is a fabulous, free, graphic-design resource for this!)
- Create **short videos and testimonials**. Film 10 to 20 second clips featuring ambassadors and other supporters explaining why they support you and your project(s)! Video posts are one of the best way to engage folks. No professional videography skills are needed – phone cameras work great! Think about employing youth or young adults to help you get this done – they’re creative and will know exactly what to do and say! 😊

For those of you who wish to also create a slightly more detailed video to tell your story, we share a few examples of best practices from #iGC to help get those creative juices flowing:

- [St. Jean Vianney Elementary School \(Baton Rouge, LA\)](#)
- [Catholic Campus Ministries – St. Thomas More Catholic Campus Ministry at USC](#)

GIVING DAY ENVELOPES: One more reminder that the Giving Day national sponsor, Our Sunday Visitor, has sent a supply of Giving Day envelopes for those who do not wish to, or cannot, offer their gift online. These envelopes mirror weekly offertory or second collection envelopes used at parishes. If you would like some for your Advanced Giving efforts, please email us directly and we will send some along to you. They are available in English and bilingual Spanish/English.

As we enter this season of thanksgiving, let’s invite everyone to give thanks, give back, and give Catholic!

Questions? Contact us at igivecatholic@archstl.org or reach out to one of our team members directly.

Brian Niebrugge | 314.792.7681 | niebruggeb@archstl.org
Tiffany Calzone | 314.792.7682 | tiffanycalzone@archstl.org
Joe Shaver | 314.792.7689 | joeshaver@archstl.org

Looking for Additional Resources? Check out archstl.org/igivecatholic

Want to Register? Visit stl.igivecatholic.org