Social Plan for Campaign 2018

**Platforms used**: LinkedIn, Twitter (weekly); Facebook and Instagram (monthly).

**Hashtag**: #United4LaneKids

**Marketing team actions**:

* Collect and post about opening and closing campaigns (RD staff and LE’s will keep Marketing team updated),
* Drive the hashtag use, curate and repost from hashtag, create monthly graphics listing campaigns & tag campaigns on those posts,
* Create and do monthly/bi-monthly update to Facebook photo album of campaign photos from the hashtags,
* If we do decide we want to do big check photos it is recommended that we stick to LinkedIn and Twitter for those posts,
* Keep website page with rolling rankings updated on a monthly/bi-monthly basis (more often as needed where appropriate).

**LE’s and RD team**:
* Encourage campaigns to use our campaign hashtag #UnitedForLaneKids and post photos of their events and staff engaged in fundraising on whichever social media channels the company uses.
* Let orgs know where they can look to see posts about campaign (LinkedIn, Twitter, Facebook and Instagram) including by word-of-mouth, sharing posts on personal profiles if comfortable, and as part of other digital collateral (e.g. e-newsletters, on websites, on internal pages).
* **Please do not promise the use of our social media channels in any way**, including big check photos, feature on our social for increased giving or meeting a goal, or if they use hashtags/submit photos. Do encourage being creative and authentic.