Big Give Gage  
Social Media Timeline

#BIGGIVEGAGE

**Step 1: Like the Gage County Foundation on Facebook**

**Step 2: Like and share Big Give posts on Gage Co. Foundation page. Approximate timeline below.**

A purple background with white letters and orange text

Description automatically generatedJune 1 – Save the Date

A purple and orange background with white text

Description automatically generatedAugust 1 – Update Cover Photo

August 12 – One Month to Go

A white background with purple and orange text

Description automatically generated

August 18-26 – Drum Roll…Participating Non-Profit Announcements



August 27 – Ways to Give

A computer screen with a purple and orange design

Description automatically generatedA sign on a building

Description automatically generated

August 30 – Did You Know?



September 2 – 2024 Participating Organizations

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September 5 - Pre-Give Period A close-up of a logo

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September 5 – Countdown Begins! 7 Days to Go!

 A white and orange background with text

Description automatically generated

September 9 – Change Profile Pic to Big Give Gage Logo



September 11 – Tomorrow is the Big Day!



September 12 – Today is the day to GIVE BIG!



**Step 3: Look out for these other posts to share throughout August & September:**

* Support in Style! – Big Give Tee-Community



* Sponsor Recognition – Coming soon!

Tips & Tricks  
for a successful Social Media Campaign

#BIGGIVEGAGE

1. **Like** & **SHARE** original posts from Gage Co. Foundation page to your organization AND personal Facebook pages.
2. Use hashtag #biggivegage when creating or sharing posts!
3. Include link to [www.biggivegage.org](http://www.biggivegage.org) or to your specific non-profit site in post descriptions.
4. Create your own posts! Use Canva or other FREE social media content sites that have ready to use templates & designs. (Hint: it’s where nearly all of the Big Give posts were created!)
5. Schedule or share posts during high-traffic times. I time our posts for 12:00 pm and 4:30 pm. (Use the scheduling tool on Facebook to create posts ahead of time.)
6. Be consistent! If you post 2-3 times a week, keep up that pace. Posting every day can be hard, and results in fatigue for both your org and your followers. Do what’s achievable in your time frame!