



SOCIAL MEDIA PLAN SPRING 2020

SAMPLE FACEBOOK POSTS BY MONTH

Here are a few sample updates for each month to give you some ideas about the kind of things you might post to Facebook to engage your community. You know your community best, so you should use these suggestions as a starting point and write your own updates as much as possible. It's also important that your updates feel genuine, personal, and in keeping with your organization's personality (as well as the campaign's tone). Feel free to edit the language so that they feel right for you and your community.

Be sure to post your holiday updates the week **BEFORE the holiday. That way people have a chance to use the resources you post!**

January

- The New Year is here and it's time for some resolutions! Instead of signing up for a year-long gym membership that will turn into one month of gym usage and 11 months of donations, resolve to put that money toward your child's best summer ever.
- *Post this with the OHC promo video* (https://drive.google.com/file/d/1il-rcrj10kh54m1n1LaspeXlrQb_pLLe/view)
"A new calendar year is the perfect time to plan ahead for those exciting summer months - they'll be here before you know it! Don't miss out on your chance to get \$1,000 off your first summer. Learn more at www.onehappycamper.org"
- "January always makes us feel reflective (and look forward to the approaching summer). We've been thinking a lot about Jewish overnight camp and all the skills kids learn while there - tell us, what skill do you want to see your camper learn this summer?" *link to this article (or another one similar that you like)* <https://ejewishphilanthropy.com/i-got-my-superpowers-at-camp/>
- "Summer camp is officially 6 months away! Whether you're already thinking about it or daunted by the idea of trying to find the right camp for your kid, the One Happy Camper Parent Guide is here to help! <http://www.jewishcamp.org/types-camp>"
- "Looking forward to warmer weather and fun times? Our Find-A-Camp tool is a great (and easy) way to start planning ahead for summer! <http://www.jewishcamp.org/find-camp>"
- Looking for something to get your mind in the Tu B'Shevat mood? Check out this activity book filled with fund games and arts and crafts that'll make you say "I speak for the trees!" *insert link to our Tu B'Shevat activity book*
- *Tu B'Shevat Update*
"Tu B'shevat is here! We love celebrating the trees because it reminds us so much of fun-filled day spent outside at camp. How are you celebrating the new year of the trees?"

February

- *Share Jewish Camp image with comment*
"Did your family benefit from a One Happy Camper grant? Go ahead and share the love with your friends so they can receive up to \$1,000 off their first summer at Jewish camp! www.onehappycamper.org"

<https://jewishcamp.org/ohcmarketing/marketing-resources/>
Marisa@Jewishcamp.org

- “February is Jewish Disabilities and Inclusion Awareness Month. There are many Jewish camp options out there for campers with disabilities! Contact [\[insert contact info here\]](#) for more information.”
- *[SHARE NEW CONTENT FROM FJC’S BLOG ABOUT JDAIM]*

March

- “Calling all families that received One Happy Camper grants last year! This year’s applicants need your help choosing a camp. Which camp did your kids go to, and what did they (and you) like best about it?”
- *Post this with the OHC Friendship video* (<https://drive.google.com/file/d/1uTxXaO7hWyl-A0zarpBC91wWKODTJxC/view>)
“Make your kid One Happy Camper this summer. With over 150 Jewish camps to choose from and up to \$1000 off, we know you’ll find the perfect camp for your family! www.onehappycamper.org”
- *Post this Color War Flash Video* (https://drive.google.com/file/d/1Dm9gH_IsdZXF3Db_WE83MUmDA-WjUsn/view) *with the caption below*
Basically the World Cup or the Super Bowl of the camp season, Color War is the cherry on top of an amazing summer!
- *Purim update*
“Purim is right around the corner! Check out these awesome activities and games in @Foundation for Jewish Camp’s free Camp Purim-Palooza Activity Book to get your party started!
<http://www.jewishcamp.org/camp-purim>”

April

- “This sunny weather has us looking forward to camp already. If your friends are still on the fence about Jewish Camp, go ahead and tell them about One Happy Camper! They could get up to \$1,000 off their kid’s first summer. www.onehappycamper.org”
- *Passover update*
“Happy Passover! Bring some Jewish camp to your Passover celebration with this free Camp Passover Activity Book! <http://www.jewishcamp.org/camp-passover>”
- “Smelling spring in the air? Tell us about your camper’s favorite outdoor, nature-filled activity at camp!”
- *Post this no screens flash video* (<https://drive.google.com/file/d/1o6rGGMdDaouFvfL4SXHkO9-fe64wjve4/view>) *with the caption below*
You know what they say about April Showers? Time to break out the rainy day camp activities. Play some cards, do a crossword, and help remind your child of their summer!
- *Share ideas for camp-themed spring activities, with comment:*
“Wondering what to do to keep you and your kids entertained this spring break? Try these ideas from summer camp! <https://www.pinterest.com/jewishcamp/camp-projects-for-home>”

May

- *Post this with the OHC promo video* (https://drive.google.com/file/d/1il-rcri10kh54m1n1LaspeXlrQb_pILe/view)
“It’s not too late to get up to \$1000 off camp this summer. We only have a few One Happy Camper grants left so apply NOW before they’re all gone! www.onehappycamper.org”

<https://jewishcamp.org/ohcmarketing/marketing-resources/>
Marisa@Jewishcamp.org

- *Include pic of campers doing a fun camp activity from Summer 2019*
“Summer is right around the corner and we can’t wait for Jewish camp to kick off. What are you and your kids most excited about?”
- “School’s nearly over and that means it’s almost time to start packing for camp! Need help? Check out this great Pinterest board for some inspiration and guidance. (Either post your own or you can post FJC’s <http://www.pinterest.com/jewishcamp/packing-list/>)”
- *Re-share fun, spectacular, exciting photos/updates from local camps, with relevant comments.*

June/July

- *Countdown to camp:*
“Just [x] weeks until camp starts for the summer! Which camp are your kids going to, and what are they most excited about?”
- *Post this with the parent perspective video*
<https://drive.google.com/open?id=1DKy4MAiMrBqDZKLkIV61OVVq5fCFdFoO>
Is your child not quite ready for camp this summer, but will be next summer? Schedule tours of camps and check out what your options are!
- *Share on a Friday with Shabbat flash video*
(https://drive.google.com/file/d/1oC9ox2DZxcAT86LjKm_066dpJZzKczpf/view?usp=sharing)
Did you pack your white clothes for camp Shabbat yet? Shabbat Shalom!
- Goodbye school year, hello glorious summer time! Follow along with us as we share exciting updates and fun photos from amazing Jewish summer camps in our area!”
- *Re-share fun, spectacular, exciting photos/updates from local camps as they prepare for the summer, with relevant comments.*