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## SOCIAL MEDIA PLAN FALL 2024

### SAMPLE SOCIAL MEDIA 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 social media 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!**

### September

- “We can’t believe camp’s over. We miss it already. Any great photos of your kids having fun at camp you’d like to share to help us relive the fun?”
- “Did your kids miss out on camp this year? It’s never too early to start thinking about next summer! Find the perfect camp for your family today with the One Happy Camper Camp Finder tool: [www.OneHappyCamper.org/FindACamp](http://www.OneHappyCamper.org/FindACamp)”
- “Are you considering sending your child to camp next summer? They may be eligible for \$1,500 off! One Happy Camper grants open next week and go quickly, so choose your camp now. With over 150+ traditional and specialty summer experiences to choose from, there’s one out there that’s perfect for your child. Need help deciding? We can help! Contact [\[insert your email\]](#).”
- *Share One Happy Camper graphic (flyer, postcard front, or ad) with this text:*  
“One Happy Camper grant applications are now open! Save up to \$1,500 off your child’s first summer at Jewish camp! Apply now at [www.OneHappyCamper.org](http://www.OneHappyCamper.org).”
- *Pre-Rosh Hashanah:*  
“Here’s a gift from our family to yours! Download your One Happy Camper style Rosh Hashanah Activity Book at: <http://www.jewishcamp.org/newyear>. Hope your new year is as sweet as summer!”  
“Here’s a sweet start to the new year: Give the apple of your eye the gift of summer fun at camp! If your child hasn’t been to Jewish overnight camp before, you can even get up to \$1000. Start your summer planning now at [www.OneHappyCamper.org](http://www.OneHappyCamper.org).”

### October

- *Pre-Yom Kippur:*  
“The High Holidays are a time to reflect on the past year, and set goals for the coming year. If your child attended Jewish camp this summer, help them reflect with these questions: “How did you grow this summer? In what ways would you like to grow by next summer?”

- *Sukkot:*  
“A sukkah isn’t the only place your kids can learn about Jewish tradition and have fun under the stars - they can at Jewish summer camp too! Apply now and save up to \$1000. Learn more at [www.OneHappyCamper.org](http://www.OneHappyCamper.org).”
- “Now that you’ve settled back into the school routine, don’t forget to continue to foster the lessons and skills – like collaboration, creativity, adaptability, and initiative - that they learned this summer at Jewish camp. Share with us what skills your child developed over the summer!  
[jewishcampvideos.org](http://jewishcampvideos.org)”
- “Bring a little bit of camp to the breakfast table with this amazing mash-up of three foods we love: s’mores, challah, and French toast! <http://bit.ly/1gzOjfl>”

## November

- “Sending your child to camp is definitely an investment, but it’s an investment that will pay off for years to come. <http://bit.ly/1WjpXI7>”
- *Share “Camp Shabbat at Home” (pg. 10 of Camp Shabbat):*  
“Shabbat can be a special time for families. Check out these fun, camp-inspired ways for parents and kids to enjoy Shabbat together. Does your family have any special Shabbat traditions?”
- *Share photos and/or descriptions of local Camp Shabbat activities:*  
“Local synagogues like [\[insert name here\]](#) got involved in the Camp Shabbat fun last week, too. [\[List descriptions of activities.\]](#) Check out their great photos, and share some of your own!”
- Your kids will definitely be thankful for a summer at Jewish camp! Plus, if they’re first-time campers, they might even be eligible for up to \$1500! Choose from 160+ camps at [www.OneHappyCamper.org](http://www.OneHappyCamper.org).”
- “Grandparents! Looking for a Hanukkah gift that’ll last a lot longer than a bag of chocolate gelt? Give your grandkids the gift of Jewish camp— it’s a gift that will last their whole life. [jewishcampvideos.org](http://jewishcampvideos.org)”

## December

- “Did you get a One Happy Camper grant this summer? If so, which camp did your kids go to, and what did they (and you) like best about it?”
- “Wondering what to do to keep the kids happy this winter break? Try these fun ideas from summer camp, and share your own suggestions in the comments: <http://bit.ly/1w3ELfk>”
- *Hanukkah update:*  
“Maccabees & marshmallows, candles & campfires, snow menorahs & slideshows... Download the Camp Hanukkah activity book for eight nights of fun to heat up your family’s celebration!  
<http://www.jewishcamp.org/camp-hanukkah/>”
- “Jewish camp is worth it. But paying for camp can be difficult. We get it—we are parents too. We have some easy ways to make the dream of overnight camp a reality for your child, and even save you up to \$1500! Check out [www.OneHappyCamper.org](http://www.OneHappyCamper.org) or contact us at [\[insert your email\]](#).”