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jewishcamp.org/ohcmarketing/

SOCIAL MEDIA PLAN SPRING 2025

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!**

January

- “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 \$1,500 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?”
- “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>”
- *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! Download our One Happy Camper Tu B'shevat Activity Book at: jewishcamp.org/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 \$1,500 off their first summer at Jewish camp! www.onehappycamper.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?”
- “Make your kid One Happy Camper this summer. With over 150+ Jewish camps to choose from and up to \$1,500 off, we know you'll find the perfect camp for them! www.onehappycamper.org”

- Basically the World Cup or the Super Bowl of the camp season, Color War is the cherry on top of an amazing summer! <http://www.myjewishlearning.com/the-canteen/1-2-3-4-we-want-color-war/>”
- *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! 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 \$1,500 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! jewishcamp.org/camp-passover”
- “Smelling spring in the air? Tell us about your camper’s favorite outdoor, nature-filled activity at camp!”
- *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! [pinterest.com/jewishcamp/camp-projects-for-home](https://www.pinterest.com/jewishcamp/camp-projects-for-home)”

May

- “It’s not too late to get up to \$1,500 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”
- *Include pic of campers doing a fun camp activity*
“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?”
- “No screens at camp? Your camper will come home with better connections than Wi-Fi could ever give them. jewishcamp.org/noscreensvideo ”
- 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.*