



**It's almost
March... is your
social media
ready?**

It's almost March and it is time to get your social media ready for the campaign!

The campaign is all about raising awareness and getting more people involved. Consider posting February's teaser graphics to get people excited about the campaign.

The 1st of March (or even a few days before), switch over your social media cover photos to the campaign cover photo you selected.

The calendar is designed to serve as a template of your social media for the month or as a resource you can link to with one status.

The calendar is most impactful when the links within are posted daily.

But we get it. Work is busy and it is easy to overlook social media or to not have time to make a status update! Consider scheduling posts via facebook to remedy that.



Want some other ways to make your social media life a bit easier?

1. Link your social media accounts. That way, when you post on one, you post on all.
2. Sign up for Hootsuite to better manage all your social media accounts.
3. Want more content to post in March (or any month) but can't keep perusing the internet? Sign up for google alerts and do a quick scan in the morning to find content.
4. Use the prewritten Facebook statuses from the calendar - simply copy and paste!

So you don't use social media?

Don't worry! There are still ways for your organization to get involved with the campaign!

The social media calendar is designed to be used as a template for social media posts or as a resource to be uploaded to a website or forwarded to your email contacts!

Want to still participate, even without social media? Here are some ideas how!

1. Forward the calendar to your professional and personal contacts. The campaign is all about raising awareness and you can do that simply by pressing 'forward'!
2. Uploading the calendar to your website.
3. Make the logo your website homepage for the month of March! Perhaps you could write a blog for the calendar!