



SOCIAL MEDIA MARKETING PLAN

✓ SOCIAL MEDIA CHECKLIST

- Follow all UGA Alumni accounts on all social platforms (@ugaalumni)
- Help amplify UGA Alumni posts
- Include #CallingAllDawgs and givingday.uga.edu on all posts
- Tag your top donors

📅 CONTENT CALENDAR

CONTENT	DATE	TIME	SOCIAL CHANNEL
Save the Date	Thursday, February 23	11:00 AM	<ul style="list-style-type: none"> • Facebook • Twitter • LinkedIn • Instagram
		1:30 PM	<ul style="list-style-type: none"> • TikTok
Dawg Day of Giving is One Week Away	Tuesday, March 23	2:00 PM	<ul style="list-style-type: none"> • Facebook • Twitter • LinkedIn • Instagram • TikTok
Dawg Day of Giving is this Week	Monday, March 27	7:00 PM	<ul style="list-style-type: none"> • Facebook • Twitter • Instagram
Dawg Day of Giving is Tomorrow	Wednesday, March 29	11:00 AM	<ul style="list-style-type: none"> • Facebook • Twitter • LinkedIn • Instagram
		1:00 PM	<ul style="list-style-type: none"> • TikTok

CONTENT	DATE	TIME	SOCIAL CHANNEL
It's Dawg Day of Giving	Thursday, March 30	12:00 AM	<ul style="list-style-type: none"> • Facebook • Twitter • TikTok • Instagram
		8:00 AM	<ul style="list-style-type: none"> • Facebook • Twitter • TikTok • Instagram
Support Dawg Day of Giving	Thursday, March 30	11:00 AM	<ul style="list-style-type: none"> • LinkedIn
		4:00 PM	<ul style="list-style-type: none"> • Facebook • Twitter • Instagram
Give before Dawg Day of Giving is Over	Thursday, March 30	9:00 PM	<ul style="list-style-type: none"> • Facebook • Instagram • Twitter
Thank You	Friday, March 31	9:00 AM	<ul style="list-style-type: none"> • Facebook • Twitter • LinkedIn • Instagram