



## 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](http://givingday.uga.edu) on all posts
- Tag your top donors

### CONTENT CALENDAR

CONTENT	DATE	TIME	SOCIAL CHANNEL
Save the Date	Thursday, February 15	1:00 PM	<ul style="list-style-type: none"><li>• Facebook</li><li>• TikTok</li><li>• Instagram</li><li>• LinkedIn</li><li>• X</li></ul>
Dawg Day of Giving is Two Weeks Away	Tuesday, March 23	1:00 PM	<ul style="list-style-type: none"><li>• Facebook</li><li>• TikTok</li><li>• Instagram</li><li>• Threads</li></ul>
Dawg Day of Giving is Tomorrow	Monday, March 25	2:00 PM	<ul style="list-style-type: none"><li>• Facebook</li><li>• Twitter</li><li>• Instagram</li><li>• TikTok</li></ul>
Dawg Day of Giving: Post #1	Tuesday, March 26	6:00 AM	<ul style="list-style-type: none"><li>• Facebook</li><li>• Instagram</li><li>• TikTok</li></ul>

CONTENT	DATE	TIME	SOCIAL CHANNEL
Dawg Day of Giving: Post #2	Tuesday, March 26	9:00 AM	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Threads</li> <li>• Instagram</li> <li>• TikTok</li> <li>• LinkedIn</li> </ul>
Dawg Day of Giving: Post #3	Tuesday, March 26	11:00 AM	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> </ul>
Dawg Day of Giving: Post #4	Tuesday, March 26	12:00 PM	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Threads</li> </ul>
Dawg Day of Giving: Post #5	Tuesday, March 26	1:00 PM	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Threads</li> </ul>
Dawg Day of Giving: Post #6	Tuesday, March 26	2:00 PM	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Threads</li> </ul>
Dawg Day of Giving: Post #7	Tuesday, March 26	3:00 PM	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Threads</li> </ul>
Dawg Day of Giving: Post #8	Tuesday, March 26	4:00 PM	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Threads</li> </ul>
Dawg Day of Giving: Post #9	Tuesday, March 26	5:00 PM	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Threads</li> </ul>
Dawg Day of Giving: Post #10	Tuesday, March 26	6:00 PM	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Threads</li> </ul>
Dawg Day of Giving: Post #11	Tuesday, March 26	7:00 PM	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Threads</li> </ul>
Dawg Day of Giving: Post #12	Tuesday, March 26	8:00 PM	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Threads</li> </ul>
Dawg Day of Giving: Post #13	Tuesday, March 26	9:00 PM	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Threads</li> </ul>
Dawg Day of Giving: Post #14	Tuesday, March 26	10:00 PM	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Threads</li> </ul>
Dawg Day of Giving: Post #15	Tuesday, March 26	11:00 PM	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Threads</li> </ul>