










Sample weekly social media content planner








Monday

Message/Theme: Recurring giving

	8 A.M.	12 P.M.	4 P.M.	8 P.M.
Instagram		In-feed: Host a 48-hour giveaway for anyone who signs up to give monthly	Story: Promote the giveaway with a countdown timer	Reel: 7 reasons to give monthly
		CTA: Donate		
Facebook		In-feed: Reshare of Instagram giveaway post	Story: Promote the giveaway with a countdown timer	
		CTA: Donate		
X		Tweets 1 through 7: Reasons to give monthly	Tweet 8: Share LinkedIn article	Tweet 9: Share donation page and mention giveaway
		CTA: Donate		
TikTok			Post: 7 reasons to give monthly	
		CTA: Donate		
Clubhouse				Rooms to speak in: Exchange recurring donation strategies in nonprofit leadership rooms
LinkedIn		Article: “The Monthly Impact of Supporting Our Cause”		
		CTA: Donate		
Snapchat			Story 1: Promote giveaway	Story 2: 7 reason to give monthly
		CTA: Donate		








Tuesday

Message/Theme: Cause education

		8 A.M.	12 P.M.	4 P.M.	8 P.M.
Instagram		In-feed: Carousel of images that show 5 ways to get involved	Story: Invite followers to hear founding story on Clubhouse	Reel: Reminder for giveaway	
		CTA: Go to website			
Facebook		In-feed: Reshare carousel of images that show 5 ways to get involved	Story: Invite followers to hear founding story on Clubhouse		
		CTA: Go to website			
X		Tweet 1: Share a fact about your cause	Tweet 2: Reminder for giveaway	Tweets 3 to 7: Reshare/comment on cause-related posts	
		CTA: Enter giveaway			
TikTok			Post: 5 ways to support your cause		
		CTA: Go to website			
Clubhouse		Rooms to speak in: Cause-related rooms	Rooms to host: Our founding story		
LinkedIn		Article: Share a resource to learn about your cause	Post: Thank corporate sponsors who advocate for your cause		
		CTA: Go to website			
Snapchat			Story 1: Promote your founding story	Story 2: 5 ways to support your cause video	
		CTA: Go to website			








Wednesday

Message/Theme: Introduce the team

	8 A.M.	12 P.M.	4 P.M.	8 P.M.
Instagram		In-feed: Team member spotlight and fun facts		Story: A teammate goes live to announce new monthly donor giveaway winner
		CTA: Volunteer		
Facebook		In-feed: Reshare team member spotlight	Story: Point to Instagram to see giveaway winner	Live: A day in the life of a team member
		CTA: Volunteer		
X		Tweets 1 through 3: Fun facts about a team member	Tweet 4: Last reminder for giveaway	Tweets 5 through 10: Reshare/comment on team member posts
		CTA: Giveaway/Volunteer		
TikTok			Post: Fun facts from the team	
		CTA: Volunteer		
Clubhouse			Rooms to speak in: Nonprofit leadership, managing effective teams	Rooms to host: Have the team share why they chose your organization and their personal ties
LinkedIn			Post: "A Day in the Life" series featuring a team member's passions and work	
		CTA: Go to website		
Snapchat			Story 1: Giveaway last call	Story 2: Highlight giveaway winner
				Story 3: Share "A Day in the Life" featuring a team member
		CTA: Giveaway		








Thursday

Message/Theme: Activate supporters

		8 A.M.	12 P.M.	4 P.M.	8 P.M.
Instagram			Story: Promote a double donation hour to match new donations up to a certain amount	In-feed: Encourage followers to share and tag friends to support matched donations	Live: Offer live updates for progress to hit matching hour goals
		CTA: Donate			
Facebook			Story: Promotion double donation hour	In-feed: Reshare—encourage followers to share and tag	
		CTA: Donate			
X		Tweets 1 through 3: Promote double donation hour		Tweets 4 through 7: Live updates on double donation hour	
		CTA: Donate			
TikTok		Post: Team member shares double donation hour details			
		CTA: Donate			
Clubhouse			Rooms to host: Why your cause needs support now, promote double donation hour		
LinkedIn		Post: Share a double donation hour and how to sponsor a similar match in the future			
		CTA: Donate/Become a corporate sponsor			
Snapchat		Story 1: Promote double donation hour	Story 2: Last call for double donation hour	Story 3: Impact of double donation hour	
		CTA: Donate			








Friday

Message/Theme: Share the impact

	8 A.M.	12 P.M.	4 P.M.	8 P.M.
Instagram		In-feed: Host a photo contest asking supporters to share their “why” with a specific hashtag	Story: Promote photo contest and share entries	Live: Time-lapse style video of donation growth over the years
		CTA: Donate		
Facebook		In-feed: Create poll with final entries for people to vote on the winner	Story: Promote photo contest and share entries	
		CTA: Donate		
X		Tweets 1 and 2: Promote photo contest	Tweets 3 through 6: Reshare impactful tweets	Tweet 7: Share winner of photo contest
		CTA: Donate		
TikTok		Post: Time-lapse style video of donation growth over the years		
		CTA: Donate		
Clubhouse		Rooms to speak in: Cause-related rooms	Rooms to host: Supporters share stories of impact	Rooms to host: Share your thought leadership with donor engagement and retention best practices for nonprofits
LinkedIn		Post: Reflection to show the before and after impact of your organization's work in the last year		
		CTA: Donate		
Snapchat		Story 1: Promote photo contest	Stories 2 and 3: Share entries and have people vote	
		CTA: Go to website		








Saturday

Message/Theme: Donor spotlight

		8 A.M.	12 P.M.	4 P.M.	8 P.M.
Instagram		Story: Donor takeover day to share why they love your cause	In-feed: Impactful imagery of supporters with thank you message		
		CTA: Donate			
Facebook				In-feed: Impactful imagery of supporters with thank you message	Live: Donor shares favorite moments
		CTA: Donate			
X		Tweets 1 through 7: Donor takeover for the day to share reasons why they love your cause	Tweet 8: Redirect users to watch your Instagram and Facebook Live		
		CTA: Donate			
TikTok		Post: Pre-recorded mashup of donors using one word to describe why they give			
		CTA: Donate			
Clubhouse			Rooms to host: Share your thought leadership with donor engagement and retention best practices for nonprofits		
LinkedIn					
Snapchat		Stories 1 through 4: Reshare clips from donor takeover			
		CTA: Donate			

Sunday

Message/Theme: Start a conversation

	8 A.M.	12 P.M.	4 P.M.	8 P.M.
Instagram	 <p>Story: Poll the audience on what your next campaign theme</p>	<p>Reel: Inspire a trend tied to your cause (e.g. pushup challenges for donations)</p>	<p>Live: Host a Q&A session</p>	
	CTA: Visit website			
Facebook	 <p>Story: Promote live Q&A on Instagram</p>	<p>In-feed: Reshare challenge to encourage donations</p>		
	CTA: Visit website			
X	 <p>Tweet 1: Ask for questions for your live Q&A</p>			<p>Tweets 2 through 15: Live tweet responses to common questions</p>
	CTA: Donate			
TikTok	 <p>Post: Inspire a trend tied to your cause (e.g. pushup challenge)</p>			
	CTA: Donate			
Clubhouse	 <p>Rooms to speak in: Nonprofit industry</p>	<p>Rooms to create: Host a room to call for new fundraising ideas and get live feedback</p>		
LinkedIn				
Snapchat	 <p>Stories 1 through 5: Share clips of responses to common questions</p>			
	CTA: Donate			