

ONLINE AND SOCIAL MEDIA CALENDAR

Annual Appeal Website: www.CatholicCommunity.org/2018Appeal

	Prior	Announcement Weekend February 3-4	In-Pew Commitment Weekend February 10-11	Thank You February 17-18	Post Monthly
Website					
Add Annual Appeal 2018 logos with a link to the video on the Annual Appeal Website. Instructions and links can be found at www.CatholicCommunity.org/parishmaterials	X				
Share monthly updates on your parish's progress towards goal					X
Add a link to your online giving page for the Catholic Charities Annual Appeal donation page www.CatholicCommunity.org/ccdonate	X				
Facebook					
Use Hashtag: #YourMercy and #CCAppeal18 in all of your social media posts		X	X	X	
Share photos with "YOUR MERCY: Transforming Lives + Communities" theme		X	X	X	
Share short video snippets found on the Annual Appeal website		X	X	X	
Tag Catholic Community Foundation and Catholic Charities-Diocese of Cleveland		X	X	X	
Twitter					
Use Hashtag: #YourMercy and #CCAppeal18 in all of your social media posts		X	X	X	
Share photos with "YOUR MERCY: Transforming Lives + Communities" theme		X	X	X	
Tweet to Catholic Community Foundation @CathCommFound and Catholic Charities @ccdocle		X	X	X	
Tag Catholic Community Foundation and Catholic Charities-Diocese of Cleveland		X	X	X	
Live					
Share the video with small groups: social outreach, social justice, youth ministry, volunteers, PSR, etc.		X	X	X	
Share video snippets before or after Mass in lobby or social hall with coffee and donuts		X	X		
Play video at Mass to introduce the Appeal and show the impact of gifts			X		