**This worksheet and calendar will help you plan your Facebook posting strategy during the Open Challenge.**

1. What does your organization aim to achieve during the Open Challenge through the use of Facebook?
2. What does your organization aim to achieve each week of the Open Challenge?

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| EXAMPLE: WEEK 1 | GOAL: Alert followers about the upcoming Bonus Day! |
| Days 1-3 (MM/DD – MM/DD) |  |
| Days 4-6 (MM/DD – MM/DD) |  |
| Days 7-9 (MM/DD – MM/DD) |  |
| Days 10-12 (MM/DD – MM/DD) |  |

1. What is your plan to attain these goals?

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| --- | --- |
| Action | Timeline |
| *Prepare Bonus Day e-mail ahead of time & Send out reminders with enough notice* | *1 week before & 1 day before Bonus Days* |
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**Recommendation: Watch the “Facebook Analytics and Insights” tutorial under the Social Media category here:** [**http://www.globalgiving.org/getting-started-challenge/**](http://www.globalgiving.org/getting-started-challenge/)

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| --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** |
| **8** | **9** | **10** | **11** | **12** |