**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?
	1.
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** |