**Use this calendar to help you plan the timing of your Tweets and Twitter blasts as to maximize the reach of your posts.**

To help you establish a customized Tweeting schedule that best fits your audience, answer the following questions:

1. During what time(s) are you most active on Twitter?
2. How responsive have your Twitter followers been to your activity?

Pick three times of day to post on Twitter: (note: people are least active on Twitter in the late afternoon and early evening)

1.

2.

3.

***TIPS:*** *We recommend posting 5-10 posts daily (this includes your tweets, retweets, sharing, & replying on the Twitter feed) and sticking to a routine to increase content visibility. We encourage you write all of the Tweets ahead of time so you have more time to revise them. Strategizing a Twitter blast around Open Challenge Bonus Days is always a good idea! Pay close attention to whether or not your audience is being responsive to your posts and adjust your tweeting strategy accordingly.*

|  |  |
| --- | --- |
| EXAMPLE: WEEK 1 | GOAL: Post 9 Tweets daily and gain 10 new followers |
| 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) |  |

**During the Open Challenge, set weekly goals for your Twitter account!** Use the calendar attached to help you.

**Recommendation: Watch the “Intro to Facebook” tutorial under the Social Media category here:** [**http://www.globalgiving.org/getting-started-challenge/**](http://www.globalgiving.org/getting-started-challenge/)

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