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# Operations: Social Media Strategy Template for Schools

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# Social Media Strategy Template for Catholic Schools Day of Giving

This template will assist your Catholic school in crafting an effective, structured, and consistent social media strategy to engage your community, raise awareness for the Day of Giving, and amplify your impact.

## 01. Goals and Objectives

Define your goals and ensure they align with your Catholic school's mission.

- Primary Goal: (e.g., Raise funds, enhance school visibility, boost event participation)
- Secondary Goals: (e.g., Expand community engagement, increase website visits, share student success stories)

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## 02. Target Audience

Identify and describe your primary audiences for our Day of Giving.

- Demographics: (e.g., parents, alumni, local community members, educators)
- Psychographics: (e.g., faith-based values, commitment to education, community involvement)
- Preferred Communication Channels: (e.g., email newsletters for parents, social media for alumni engagement, parish bulletins for local community outreach)

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## 03. Key Messages and Tone of Voice

Outline how your Catholic school will communicate on social platforms for the Day of Giving.

- Core Messages: (i.e., "Every gift enriches our students' future.")
- Tone of Voice: (i.e., Inspirational, Community-focused, Educational)

## 04. Social Media Channels and Content Strategy for Catholic School Day of Giving

Choose the platforms to focus on and determine your posting schedule.

- Platform 1: (e.g., Facebook)
  - » Content Types: Donation drives, event invitations, school news
  - » Posting Frequency: (e.g., 3–4 times per week)
- Platform 2: (e.g., Instagram)
  - » Content Types: Visual stories, campus life photos, student testimonials
  - » Posting Frequency: (e.g., Daily Stories, 2 posts/week)
- Platform 3: (e.g., Twitter)
  - » Content Types: Updates on giving progress, milestone achievements, live event coverage
  - » Posting Frequency: (e.g., 3–5 tweets/day)

## 05. Content Pillars and Themes

Create categories to simplify content creation for Day of Giving:

- Awareness: Facts/statistics about our school’s mission and achievements
- Community: Stories of success, spotlight on students and staff
- Events: Promotion of our Day of Giving initiatives
- Fundraising: Campaign details and donation appeals
- Engagement: Interactive polls, quizzes, and Q&A sessions

## 06. Social Media Calendar

Create a simple content calendar to stay organized. Include key dates, themes, and campaigns.

Date	Platform	Content Theme	Post Type	Goal
Oct. 24	Facebook	Awareness	Infographic	Engagement
Oct. 26	Instagram	Event	Story / Live	Attendance

## 07. Engagement and Community Management

Outline how we will engage with our supporters for the Day of Giving.

- **Response Time:** Commit to responding to comments and messages within 24 hours.
  - **Engagement Plan:** Like, comment, and share posts from our partners and community.
  - **Handling Negative Feedback:** Follow a protocol to address any concerns with kindness and respect.
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## 08. Paid Advertising and Promotions

If your Catholic school has a budget for social media ads for the Day of Giving, outline it here.

- **Monthly Budget:** (e.g., \$200/month)
  - **Ad Platforms:** (e.g., Facebook Ads, Google Ads)
  - **Objectives:** (e.g., Raise \$5,000 for school programs, Increase donor participation)
  - **Target Audience for Ads:** (e.g., School community, alumni, parish members)
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## 09. Metrics and KPIs (*Key Performance Indicators*)

If your Catholic school has a budget for social media ads for the Day of Giving, outline it here.

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  - **Ad Platforms:** (e.g., Facebook Ads, Google Ads)
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## 10. Tools and Resources

Identify the tools our Catholic school will utilize for creating and managing social content for Day of Giving:

- **Social Media Scheduler:** (e.g., Hootsuite, Buffer)
- **Graphic Design:** (e.g., Canva, Adobe Spark)
- **Analytics:** (e.g., Google Analytics, platform-specific insights)
- **File Management:** (e.g., Google Drive, Dropbox)

## 11. Content Approval Process

Determine who will create, review, and approve posts before the Day of Giving:

- Content Creators: (e.g., Development coordinator, volunteer)
- Review Team: (e.g., Principal, School Board member)
- Approval Timeline: (e.g., Posts approved 3 days in advance)

## 12. Crisis Communication Plan

Prepare for any social media challenges with a plan.

- Possible Concerns: (e.g., Negative feedback, misconceptions)
- Response Strategy: (e.g., Respond with understanding, address issues privately)
- Spokesperson: (e.g., Principal, Communication Coordinator)

## 13. Collaboration and Partnerships

Identify any organizations or influencers we can collaborate with to maximize our Day of Giving.

- Potential Partners: (e.g., Local parishes, Catholic charities, community leaders)
- Collaboration Goals: (e.g., Joint fundraising efforts, co-hosting events)
- Engagement Tactics: (e.g., Guest speakers, social media campaigns)

## 14. Review and Optimization Plan

Regularly evaluate your progress to enhance your Day of Giving strategy.

- Review Frequency: (e.g., Monthly/Quarterly)
- Metrics to Analyze: (e.g., Which initiatives engage best, donor growth trends)
- Adjustments: (e.g., Emphasize successful activities, refine outreach approaches)

This strategy template will guide you in creating a strong and engaging social media presence to support our Catholic School's Day of Giving. **Stay flexible and adjust your approach** based on insights, community feedback, and platform updates.



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# Social Post Ideas

01.

November

02.

December

03.

January

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# November Social Posts

## POST 01.

November is here, and that means our annual Day of Giving is just around the corner!

Join us in preparing for this special day by setting aside a donation for our beloved Catholic School. Your generosity helps us foster an enriching environment for our students.

Together, let's make a lasting impact! #DayOfGiving #CatholicEducation  
#SupportOurSchool

## POST 02.

Spotlight on Success: Meet Emily, one of our amazing students who dreams of becoming an engineer.

By contributing to our Day of Giving, you're supporting dreams like hers, providing resources and opportunities for growth and learning.

Be a part of change! #StudentSuccess #CatholicSchoolPride

## POST 03.

Did you know? Donations to our school directly impact student programs in arts, sciences, and athletics.

This month, plan your giving to ensure we continue nurturing well-rounded, inspired individuals.

Stay tuned for more updates on how you can help! #ImpactfulGiving  
#EducationMatters

# December Social Posts

## POST 04.

Tis the season for giving! With the festive spirit in the air, consider making a donation to our Catholic School's annual Day of Giving.

Your contribution will help us preserve cherished traditions and instill values in our students.

Spread the joy this season! #SeasonOfGiving #CatholicTradition

## POST 05.

From educational resources to extracurricular activities, every donation to our Day of Giving supports the growth and development of our students.

This December, let's join hands to make education accessible and impactful for all at our school. #EducationForAll #DayOfGiving

## POST 06.

Hear from our Principal: "Our Catholic School community thrives because of your generosity. Each donation is a step towards shaping a brighter future for our students."

Let's continue building this future together. Ready to donate? Visit our website today! #CommunitySupport #BrightFuture

# January Social Posts

## POST 07.

Happy New Year! As we enter 2024, let's keep the momentum of giving alive. Our school's Day of Giving is approaching, and your participation is vital.

Start your year by investing in education that transforms lives.  
#NewYearNewOpportunities #SupportEducation

## POST 08.

As we kick off a new semester, remember that your donations help maintain a thriving, dynamic, and inclusive environment for all our students.

Our Day of Giving is the perfect occasion to showcase your support.

Save the date and stay tuned! #InclusiveEducation #DonateToday

## POST 09.

Countdown to our annual Day of Giving! Whether you're an alumnus, a parent, or a community member, your support empowers us to continue providing a top-tier Catholic education. Let's make this event unforgettable.

Mark your calendars and donate! #EmpowerThroughGiving #CatholicSchoolCommunity