

## Social Media Plan:

Monday 16<sup>th</sup> December – Sunday 29<sup>th</sup> December

Monday 16<sup>th</sup> =

- Twitter: an article, positive tweet, a #mondaymotivation
- Instagram: share an article, promote on story

Tuesday 17<sup>th</sup> =

- Twitter: retweet from a positive source, link to another article, positive tweet
- Instagram: share a relevant post on the story

Wednesday 18<sup>th</sup> =

- Twitter: positive tweet, share a video, event promotion
- Instagram: a positive trans post, share on story

Thursday 19<sup>th</sup> =

- Twitter: positive tweet, charity feature
- Instagram: share a relevant post on the story

Friday 20<sup>th</sup> =

- Twitter: positive tweet, retweet from #transisbeautiful or #transpride
- Instagram: a positive trans post, share on story

Saturday 21<sup>st</sup> =

- Twitter: positive tweet, retweet from trans role models, share an article
- Instagram: share a relevant post on story

Sunday 22<sup>nd</sup> =

- Twitter: positive tweet, reflection, second positive tweet
- Instagram: a positive reflection post, share on story

Monday 23<sup>rd</sup> =

- Twitter: an article, positive tweet, a #mondaymotivation
- Instagram: share an article, promote on story

### Tuesday 24<sup>th</sup> =

- Twitter: positive tweet, second positive tweet, third positive tweet
- Instagram: share a relevant post on the story

### Wednesday 25<sup>th</sup> =

- Positive tweet every two hours from 7am-7pm.
- Positive message post, share a 'Merry Christmas' video on story

### Thursday 26<sup>th</sup> =

- Positive tweet, second positive tweet, third positive tweet, personal reflection (birthday)
- Personal reflection post, share on story

### Friday 27<sup>th</sup> =

- Twitter: positive tweet, retweet from #transisbeautiful or #transpride
- Instagram: a positive trans post, share on story

### Saturday 28<sup>th</sup> =

- Twitter: positive tweet, retweet from trans role models, share an article
- Instagram: share a relevant post on story

### Sunday 29<sup>th</sup> =

- Twitter: positive tweet, reflection, second positive tweet
- Instagram: a positive reflection post, share on story