SIX WEEKS OF SOCIALS

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Happy Monday Share something you will be working on this week and ask what others are getting up to.	**Charity news** What's going on in the sector this week? Share a piece of news that relates to your cause.	**Volunteer with us** Tell your community about the volunteering opportunities you have at your organisation.	**Behind the scenes** Share a photo and a story from behind the scenes, like a team birthday or a visiting office pet.	**Love outdoors** Getting outdoors is great for wellbeing. Share what your team is doing this weekend.
Our mission Remind your community what you are working towards and why it matters.	**Get connected** Share ideas for staying connected, like taking part in one of your events.	**Sector story** What has inspired you from other charities recently? Share their story.	**Support a campaign** Tell people how they can get involved in your latest campaign.	**Happy Friday** Wish your community a happy Friday and thank them for their support this week.
Meet the team Share what one of the team has been up to over the weekend that highlights their passions.	**Fundraise for us** Tell your community what they can do to help raise funds for your cause.	**How we can help** Do you have resources to help your community? Share information about one of them.	**Feline fun** Everyone loves a cat pic! Share photos of your team cats and how they support wellbeing.	**What went right** Share something that went well this week, either in your own org or in the wider sector.
Welcome to the week Ask folks if they had a good weekend and tell them what you're working on this week.	**Celebrate success** Celebrate a recent achievement of your organisation or a team member.	**Make a donation** Ask your community to donate to your organisation, or to drop off goods at your charity shop.	**Latest news** Share a news item from your own website, or from another organisation with similar aims.	**Friday fun** Run a poll that either relates to your cause or is just for fun (ie What's your fave Friday treat?)
Show don't tell A picture paints a thousand words, so share some photos that illustrate your cause.	**Work for us** Ask people if they are looking to change jobs and share your current vacancies.	**Wednesday wisdom** Share a quote that relates to your cause. Ask people to share their own too.	**Thank funders** Share an update about a funded project and say thank you to the people/org that made it happen.	**Visit us** If you have a shop, visitor centre, or sanctuary, ask people to visit you this weekend.
Four-legged friends Gather pics and stories from your team about their dogs and share with your community.	**Our impact** Pick out a few stats/facts from your latest impact report and share with your community.	**For businesses** Tell businesses how they can get involved in your work and how to find out more.	**Use our services** Share information about your services, like who they are for and how they can be accessed.	**Friday reflections** As the week comes to a close, tell people what your organisation has achieved.

colvine communications

Top priorities

Check in every day

Post at least once a week

Try something new when you can

Notes

Work out how much you can do on social media by being realistic about the time you have. Use our guide to help...

Copy for a short post (X or Threads): 15 minutes

Copy for a longer post (LinkedIn, Instagram, or Facebook): 30 minutes

Daily engagement: 15 minutes per day per platform