

# Social Media Plan



## First Day

**Tweet:** 'Our project is live on @crowdfunderuk. How would you like to receive 'X reward' for '£X'? [insert link]

**Facebook:** Include a more detailed description of your project

## Day 2

**Tip:** First day since your project went live – Have a look how much money you have raised in the 24 hour period.

Tweet about successes and thank pledgers – it's all about keeping that momentum high in week one

## Day 3

**Final push** before the weekend starts.

Line up some tweets using Hootsuite for the weekend – in case you are away or unable to promote your project during this period

## Day 4

Too busy to be at your computer promoting your project? Why not tell five people in your community about your project? This could be a next door neighbour, postman or hairdresser. Promoting within the community is the best way

## Day 5

Start planning for the week ahead. Design posters to put up within your community, at work, even your local newsagents. In the evening: Get active on Twitter and Facebook. A lot of people are browsing the web on a Sunday evening

## Day 6

**Top tip:** Send an individual thank you tweet to each backer along the way. 'Thank you 'X' for pledging on our @crowdfunderuk project [insert link]'

## Day 7

**First week complete:** Do a project update, tweet and Facebook, to thank all pledgers for their support so far

## Day 8

Use images. Do you have a fun image of your project or reward? Share it via Facebook and Twitter! You want things your backers can share and feel involved in

## Day 9

Join relevant Facebook groups. Leave a message with the link to your page

## Day 10

Have you added the widget to your blog or website? Interact with your backers – start conversations, ask questions

## Day 11

Update your Facebook and Twitter image with your project logo to attract attention

## Day 12

Follow local communities, people and media on Twitter. Ask for a RT where relevant: '@cornishguardian We are #crowdfunding to help save our local shop. Please RT'

## Day 13

If your project is an event, create a Facebook event page and invite your friends

## Half way mark!



Well done. Tweet your backers on any project news or success stories

## Day 15

Promote your rewards using Twitter. 'X reward', makes a great birthday present! [insert link]'

## Day 16

#Hashtag. Make your project trend. Food related project? Tweet during your fav food programme and hashtag the name. 'Our bread would go well with Hugh's salad' [insert link] #RiverCottage'

## Day 17

Interact in other people's conversations on Facebook. Leave comments, like posts, show you are interested in your project area, so others interact with you

## Day 18

Is your project creative? Why not experiment and create a Vine or use Instagram to promote your project?

## Day 19

Attending an event? Tweet and Facebook about it and mention the place: 'Excited to speak at the '@X' conference today'

## Day 20

Is your project more suited to the business sector? Use LinkedIn and Google+ for the right audience

## Day 21

Last week. You can now start the countdown of money: 'Only 'X%' to go or '£X' on our @crowdfunderuk project. Still time to pledge: [insert link] Tweet: 'One week left to pledge [insert link]'

## Day 22

Tweet: '6 days to go!' If you have limited rewards tweet: 'Only 3 'X rewards' left. You can still get yours [insert link]'

## Day 23

Tweet: '5 days to go!' If you reach your target early you can send a project update: 'Wow! We have reached our target! You can still pledge and help us reach a new milestone'

## Day 24

Tweet: '4 days to go!' Did your project make the local paper? Tweet a thank you and tweet and Facebook the image

## Day 25

Last push – approach everyone who has supported you so far with a project update Tweet: '3 days to go!'

## Day 26

Tweet: '2 days to go!'

Tweet: 'Not too late to pledge [insert link]'

## Day 27

Tweet: '1 day to go!'

Tweet: 'Last chance to be a part of our @crowdfunderuk project'

## Day 28

Tweet: 'Project ends at midnight tonight'

Facebook one final link to project page

## Final Day

Well done – you reached your target!

Tweet: 'Thank you for your support, we have reached our target!'

