

# DISTRICT 5830 Content Calendar

## Suggested Engagement

Facebook Frequency

Weekly

Instagram Frequency

Weekly

Website Frequency

Monthly

Broadcast Media | Newspapers | Press Releases

Monthly

## JULY CONTENT PLAN

### What is your plan for the month?

- New Rotary Year and Theme
- New Officer Features

## AUGUST CONTENT PLAN

### What is your plan for the month?

- New Member Salute (past year inductees) (club newsletter features)
- Blood Drive (Club Newsletter and Facebook)
- Teen Pregnancy Prevention Initiative (Facebook and District Newsletter)
- Red Ribbon Program Overview (club newsletter and website)

## SEPTEMBER CONTENT PLAN

### What is your plan for the month?

- Student of the Month (newspaper, club newsletter)
- Rotary Shotgun/Shopping Raffle (club newsletter)
- Character Counts (Facebook, club newsletter, district newsletter, newspaper PR)
- Literacy / Education (Facebook, paid newspaper ad)
- Presentation to Schools (website, club newsletter, newspaper PR)

## OCTOBER CONTENT PLAN

### What is your plan for the month?

- LOCAL NEWSPAPER (newspaper PR, Facebook, Instagram, club newsletter, district newsletter, paid newspaper ad)
- Hands-on Thomas Co/Blankets-Food Bank (club newsletter)
- World Polio Awareness (Oct 24) (Facebook, club newsletter, newspaper PR)

## NOVEMBER CONTENT PLAN

### What is your plan for the month?

- RI Foundation – Polio Eradication (club newsletter, Facebook, paid newspaper ad)
- Global/District Grants (club newsletter)
- Salvation Army (Ring the Bell) (Facebook, Instagram, club newsletter)

## DECEMBER CONTENT PLAN

### What is your plan for the month?

- Service Project Highlights (Facebook, club newsletter)
- RI's Global Water Projects (Facebook, paid newspaper ad)
- Blood Drive (Facebook, club newsletter)

## **JANUARY CONTENT PLAN**

### **What is your plan for the month?**

- Interact - Rotaract (paid newspaper ad, Facebook)
- Honoring Local Heroes (Jan 13) (newspaper PR, club newsletter, district newsletter, Facebook)
- Fireside Chat (club newsletter)

## **FEBRUARY CONTENT PLAN**

### **What is your plan for the month?**

- Support the Troops (Facebook, newspaper PR, club newsletter)
- Recognizing Those Who Serve (Facebook, Instagram, newspaper PR, club newsletter, district newsletter)
- Be The Voice (anti-bullying campaign) (Facebook, club newsletter, paid newspaper ad)
- Rotary Has Heart For Seniors (Facebook, club newsletter, newspaper PR)

## **MARCH CONTENT PLAN**

### **What is your plan for the month?**

- RI's Global Water Projects (paid newspaper ad, Facebook, club newsletter)
- Spring (club newsletter, district newsletter, Facebook)

## **CONTENT PLAN**

### **What is your plan for the month?**

- RI Maternal/Infant Healthcare projects (paid newspaper ad, Facebook)
- Honoring Local Heroes (Apr 7) (district newsletter, newspaper PR, Facebook, Instagram)

## **MAY CONTENT PLAN**

### **What is your plan for the month?**

- Interact / RYLA (paid newspaper ad, Facebook)
- Rotary Student Scholarships (newspaper PR, Facebook, Instagram)

## **JUNE CONTENT PLAN**

### **What is your plan for the month?**

- International Tennis Fellowship of Rotary (Facebook, club newsletter, district newsletter)
- Year in Review (club newsletter) Video highlighting photos on Facebook.

Month	Theme
August	Membership and New Club Development
September	Basic Education and Literacy
October	Economic and Community Development
November	Rotary Foundation
December	Disease Prevention and Treatment
January	Vocational Service Month
February	Peace and Conflict Prevention/Resolution
March	Water and Sanitation
April	Maternal and Child Health
May	Youth Service
June	Rotary Fellowships