

Social Media: January 2019

Introduction

This social media calendar provides Radiant Hope with a framework to refer to regarding post frequency and content. The following is a chronological list of Facebook, Twitter and Instagram messages for Radiant Hope's social media platforms during the month of January. Following approval by Joanna, Radiant Hope will schedule all messages to post on the corresponding dates. Posting daily is recommended and the types of posts include:

- Feature recipients receiving RH packages
- Highlight company events
- Sharing photos/stories of individuals currently battling cancer
- Treatment milestones/updates
- Highlighting cancer fundraisers
- National observances related to cancer
 - February national cancer prevention month
- Videos regarding upcoming initiatives and events
- Photos regarding upcoming initiatives and events
- Posts directed at potential volunteers and donors (encourage involvement)
 - Asking for donations of time and money, including links back to website
 - Clearly describe/show how to get involved, including links back to website
- Appreciation posts for donors, volunteers and sponsors

Evaluation methods:

Regular likes, favorites, comments, retweets, and shares of posts across all Radiant Hope social media platforms: Facebook, Instagram, and Twitter. With more scheduled and frequent posting, Radiant Hope produces higher interactivity, thus increasing brand recognition. Realistic interactive goals within the near future include:

- Facebook (on average per post)
 - Likes: 100+
 - Shares: 20+
 - Comments: 10+
- Instagram
 - Likes: 150+
- Twitter

- Favorites: 15+
- Retweets: 10+

January 1

Facebook, Instagram & Twitter - It's a new year with endless opportunities to #StandUpToCancer. Visit www.hisradianthope.org to get involved with our various projects to help those battling cancer this year.



January 2

Facebook & Twitter - Considering donating to our mission? Lucky for you, it only takes a few clicks: <https://www.hisradianthope.org/donate> #givehope #makeiteasy

January 3

Facebook & Twitter - January is Cervical Cancer Awareness Month! To those fighting this disease: know that our thoughts and prayers remain with you! #cancerawareness

January 4

Facebook, Instagram & Twitter - Over the holiday season, Radiant Hope received tremendous support from our donors. We are so grateful! #radianthope



January 5

Facebook, Instagram & Twitter



January 6

Facebook & Twitter - Don't let the crisp January weather keep our rays of hope away. Donate just \$10 to send a cancer patient a Box of Hope, and bring them a ray of sunshine for the month! #givehope www.hisradianthope.org

January 7

Facebook, Instagram & Twitter



#THANKYUDONORS



January 8

Facebook & Twitter - Our website makes it super easy, so check it out and donate to our mission!
#makeiteasy #givehope <https://www.hisradianthope.org/donate>

January 9

Facebook & Instagram - Our team packed XXX packages today! All packages will arrive at the doorsteps of families struggling with cancer. Please pray that these packages brighten their days and bring hope to their lives. Now, we need your help to send more hope to families. Check out the Amazon store on our website to purchase items for more packages! #givehope
https://www.amazon.com/registry/wishlist/XYD45HBOYKMC/ref=cm_sw_r_cp_ep_ws_S-80BbS3SZDW9



January 10

Facebook, Instagram & Twitter - Meet our founder, Joanna Dennstaedt! It's Joanna's mission that through Radiant Hope she can walk with others and encourage them in their cancer journey. She knows first hand the struggle of a cancer diagnosis and survivorship. She believes Radiant Hope is more than a ministry--it's her calling. No one chooses cancer, but they can choose what they do with their cancer. There is always HOPE.

Read more of Joanna's story: <https://www.hisradianthope.org/our-founder>



January 11

Facebook & Instagram - "Radiant Hope was a light for me at a time I was feeling lots of darkness. Just months after my husband received his stage 4 melanoma diagnosis, they sent me a wonderful package filled with goodies that lifted my spirits. Receiving the package made me feel less alone in a way and I was so encouraged by the 50 Days of Hope book- it was just what my heart needed. I am so grateful for the love shown and I know there are so many other women who have been touched and comforted in the same way I was when I received my sweet package. God is using Radiant Hope in a beautiful way to shine into women's lives at times when they need it the most!"

-Kristin Lindner, caregiver



January 12

Facebook & Twitter - Stay on the lookout for our upcoming events by clicking the follow button, and staying up-to-date on our website! <https://www.hisradianthope.org>

January 13

Facebook & Twitter - Looking to participate in a Pack Party? Find all the information you need here: <https://www.hisradianthope.org/pack-teams>. #givehope

January 14

Facebook & Instagram - Never forget the power of prayer! Our team prays constantly that our packages provide hope to their recipients. We also pray that through these packages, they may see the light of Christ. Friends, please pray for healing among the families currently battling cancer, but also pray that they may see Christ in their struggles. Never underestimate conversations with the Lord, and “pray without ceasing”!



January 15

Facebook & Twitter - Our team wants to thank those who support Radiant Hope’s mission! We appreciate all who give their time, money, or prayers as we provide hope to families fighting cancer. The battle never stops! #radianthope

January 16

Facebook & Twitter - Thank you to all donors who gave during January! Your generosity makes Radiant Hope possible. Please visit our website at www.hisradianthope.org if you want to donate and give hope! #ThankYouDonors

January 17

Facebook, Twitter & Instagram - We want to see you get involved with Radiant Hope! Help us share hope by volunteering. Interested? Find out more information by following the link to our site. Just click here: <https://www.hisradianthope.org/get-involved-1>



January 18

Facebook, Twitter & Instagram - From sports teams to church groups, Pack Parties give volunteers the opportunity to support Radiant Hope in a fun, hands-on way. Interested in hosting a Pack Party? Learn more at <https://www.hisradianthope.org/pack-teams>.



January 19

Facebook, Twitter & Instagram - Smiles like these are why we do what we do! #spreadhope #radianthope



January 20

Facebook & Twitter - February is #NationalCancerPreventionMonth. With increased knowledge regarding prevention and funding, we can beat this together! #radianthope

January 21

Facebook, Twitter & Instagram - In honor of #NationalCancerPreventionMonth, visit <https://www.hisradianthope.org/donate> and make a donation. Help us give hope to cancer fighters everywhere!

January 22

Facebook, Twitter & Instagram - Get the whole family involved in supporting Radiant Hope!



January 23

Facebook, Twitter & Instagram - #ThrowbackThursday to Park Night 2018! Keep your eye out for upcoming information on our 2019 celebration!



January 24

Facebook, Twitter & Instagram



January 25

Facebook - A big warm thank you for all the love and support you've shown us! We know you want to share hope with others as much as we do. We want to encourage you to keep up your support and donations so we can continue to bring smiles to others' faces. If you would like to help now, follow the link: <https://www.hisradianthope.org>

January 26

Facebook, Twitter & Instagram



January 27

Facebook, Twitter & Instagram



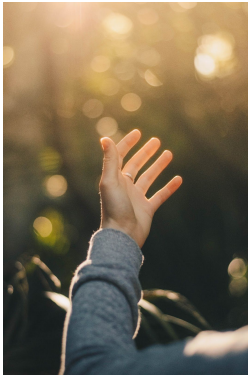
January 28

Facebook, Twitter & Instagram - #radianthope #spreadhope



January 29

Facebook - We pray over every package as we believe this is the most essential part of our ministry to recipients and their families and friends. #radianthope #spreadhope #prayer



January 30

Facebook, Twitter & Instagram - Thank you to our incredible Radiant Hope volunteers! We could not do what we do without each one of you! #radianthope #spreadhope

