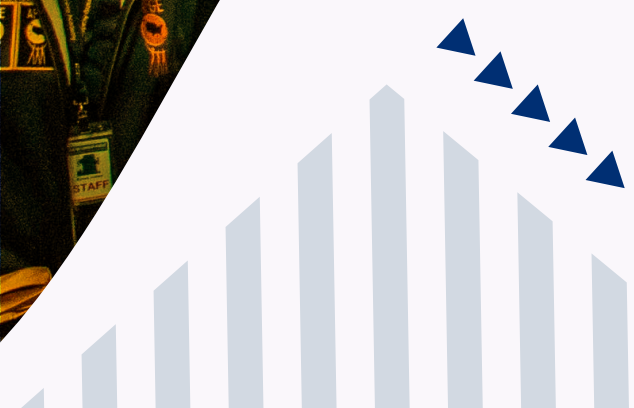




# CONTENT PLANNER

BY AFGE COMMUNICATIONS DEPARTMENT

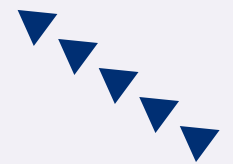




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# INTRODUCTION



## About the AFGE Digital Content Planner

Welcome to this new planner designed by the AFGE Communications Team to help you stay on track and laser-focused on your digital content planning.

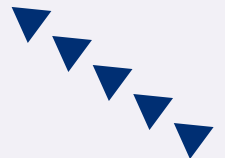
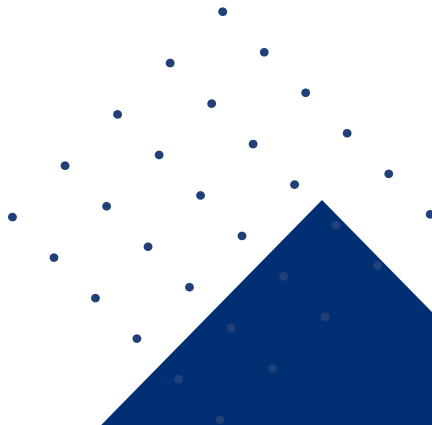
While this planner focuses on email campaigns and social media content, you can use it as a basis for all of your communications planning.

Over the years our team has strategized with countless locals, and we've found that content planning is often a major hurdle for AFGE affiliates to stay on track with their communications goals. We are here to help!

This planner will guide you in outlining your goals, creating a content schedule you can stick to, and boosting communications outreach to your members.

A solid plan yields consistent & measurable results!

**Let's get started!**



# PLANNER OVERVIEW

This planner is designed to help you plan your communications strategy to know exactly what to say, when you want to say it. Here's what you can expect with this resource.

## Goal Setting

This portion of the planner helps you hone in on your communications goals for your local. With your goals set you can map a course for improved communication and engagement with your members. The goals setting worksheet gets you thinking about your 3-month and 6-month goals, as well as your top three goals for your communications outreach.

Additionally, there is a space to identify which communications tools your local is currently using and a section to jot down how those platforms are performing. You can use this as a guide to develop a more robust engagement tracker.

## Content Ideas

We've included multiple resources in this planner to help you develop content ideas. First, you'll find the 30 Days of Content Ideas for Union Communicators chart that provides a sample plan of content you can share every day of the month.

Next, you can skip to the end of the planner to check out examples of engaging social media content that we've shared on AFGE's social media accounts. Hopefully this gives you some inspiration on what you can share on your social media platforms.

At the end of the planner we've also included a full worksheet that you can use to plan out your content for events. Rallies, conferences, demonstrations, meetings and other gatherings are great opportunities to tell the story of how your local is engaged in the labor movement and the local community.

The Event Content Planner Worksheet will get you thinking about everything from Facebook posts to a newsletter article. For any event, meeting or conference you'll be able to use this worksheet to map out your social media posts, photos you want to capture, video you'd like to film and wrap up articles you'd like to write. Print out copies and use it again and again!

## Weekly and Monthly Planning

The heart of this planner are the monthly and weekly planning pages. Each month includes various holidays, celebrations, anniversaries, observances, and more! You can use these and any other occasions that your local may observe as opportunities to create content for your members. You can also use the monthly pages to add any production deadlines or a social media posting schedule so that you can have a full view of when your communications are being released month to month. Each month also features a pro tip that gives you some insight on how to stay on top of your communications strategy.

The weekly content pages allow you to plan out your content from week to week. These weekly pages are included after each month so you can drill down on what you are posting and when. Use the weekly pages to create to do lists, take notes, and plan out what topic you are going to discuss on which platform and on what day of the week.

## Go Digital or Analog!

This planner is designed to work as a printed document where you can write in all your notes, or you can upload the pdf into your favorite digital notetaking app like Goodnotes ([www.goodnotes.com](http://www.goodnotes.com)) or Notion ([www.notion.so](http://www.notion.so)) and unlock all the features of digital notetaking. You can also use a program like Adobe Acrobat Reader and make use of the Fill & Sign feature to type in your planning notes in the fields provided.

# GOAL SETTING



## Time to Outline Your Goals

Outlining our goals helps us manifest the results we want to see. Use this page to outline your short and long-term communications goals, as well as assess the current state of your communications platforms.

### What are your top 3 goals related to communications outreach to your members?

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

### What do you want to achieve in the next 3 months?

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### What do you want to achieve in the next 6 months?

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# GOAL SETTING

Use the space below to document the current status of your communications program.

Which of the following tools do you use to communicate with your members?

<input type="checkbox"/>	Facebook
<input type="checkbox"/>	Instagram
<input type="checkbox"/>	Twitter
<input type="checkbox"/>	Email
<input type="checkbox"/>	Newsletter
<input type="checkbox"/>	Website
<input type="checkbox"/>	Text Message
<input type="checkbox"/>	Other:
<input type="checkbox"/>	Other:

How many followers and how much engagement are you getting with your current platforms?

*Social Media*

<i>Number of Facebook followers</i>	
<i>Number of Facebook group members</i>	
<i>Number of Instagram followers</i>	
<i>Number of Twitter followers</i>	
<i>Most popular Facebook post in the last 30 days</i>	
<i>Most popular Instagram post in the last 30 days</i>	
<i>Most popular Twitter post in the last 30 days</i>	

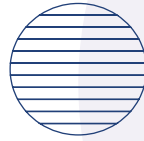
*Email*

<i>Number of personal email addresses</i>	
<i>Number of emails sent in the last 30 days</i>	
<i>Highest email open rate in the last 30 days</i>	
<i>Highest email click rate in the last 30 days</i>	

*Other Platforms*

<i>Number of newsletter subscribers</i>	
<i>Number of text message subscribers</i>	
<i>Highest text message open rate in the last 30 days</i>	
<i>Average time spent on your website in the last 30 days</i>	
<i>Number of unique visitors to your website in the last 30 days</i>	

## CONTENT IDEAS



# 30 DAYS

## OF CONTENT IDEAS FOR UNION COMMUNICATORS

<b>Day 1</b> President's message	<b>Day 2</b> Quote from an influential leader	<b>Day 3</b> Share post or article from AFGE national	<b>Day 4</b> Contract Tip	<b>Day 5</b> Photo of the week	<b>Day 6</b> Membership poll
<b>Day 7</b> Week in review of local's activities	<b>Day 8</b> Meet your officers/stewards	<b>Day 9</b> Highlight a legislative issue the local is working on	<b>Day 10</b> Photo of the week	<b>Day 11</b> Contract Tip	<b>Day 12</b> Share post or article from AFGE national
<b>Day 13</b> Reminder to members on how to contact the union office	<b>Day 14</b> Week in review of local's activities	<b>Day 15</b> Photo of the week	<b>Day 16</b> Post a news article related to fed/DC govt workers	<b>Day 17</b> Share post from another labor union	<b>Day 18</b> Contract Tip
<b>Day 19</b> Announce giveaway of union swag	<b>Day 20</b> Photo of the week	<b>Day 21</b> Week in review of local's activities	<b>Day 22</b> Share post or article from AFGE national	<b>Day 23</b> Quote from an influential labor leader	<b>Day 24</b> Post winner of union swag giveaway
<b>Day 25</b> Photo of the week	<b>Day 26</b> Contract Tip	<b>Day 27</b> Share post from another labor union	<b>Day 28</b> Week in review of local's activities	<b>Day 29</b> Share post or article from AFGE national	<b>Day 30</b> Quote from an influential labor leader

### Additional Content Ideas

- Photo collage from recent event attended by local members
- If any cultural or heritage recognitions are happening during the month highlight a member within that group or post a solidarity social graphic/message
- Action alert sent by national, council or district
- Use articles and content from AFGE's weekly publication, the AFGE Insider, and bimonthly flagship digital magazine, the Government Standard



# Tips, Best Practices & Content Warnings for Social Media and Digital Communications Use

As government workers there are a few tips and best practices that you want to keep in mind as you use digital and social media tools to communicate with union members.

First up, here are some best practices for personal use.  
Please note: this does not replace sound legal advice!

- Your personal social media profiles are your own.
- Find out from your agency whether there are any special restrictions on your social media activity (i.e. law enforcement agencies).
- Refrain from including official government titles on social media.
- People are prone to assume that you are speaking for the government, even when you're not.
- In discussing personal views, it helps to be upfront about the fact that you are not speaking in an official capacity.
- Opinions about your agency: You are entitled to discuss, analyze or disagree with your agency about publicly available information.
- No "Impersonation": Do not use personal social media accounts to act as an official representative of your agency without authorization.
- Do not post a picture of yourself in an agency uniform for your account photo.
- You have no right to privacy on work devices.
- Keep personal devices personal: Don't use your personal devices or accounts for agency activity.
- Reporting fraud, waste and abuse to the appropriate authorities is lawful, but leaking classified or confidential information over the internet is not.

## CONTENT WARNINGS

Next, if you are running a Facebook page or group, below is a sample comment policy that you can use to make sure your comment section doesn't get out of hand.

### **Sample Facebook Comment Policy**

We would like to encourage our members to use the AFGE Facebook page as means of advocating AFGE issues generally. If you have concerns about an individual or AFGE member leader please feel free to inbox us before posting your concern on this page. We reserve the right to remove posts which target individuals. As with any public forum, AFGE Facebook participants are restricted from spamming, using profanity, offensive language and disrespecting persons inside or outside of the page. Members who stray outside of these guidelines will be removed/banned from the page.

Finally, as government workers it's important to make sure that members are aware of certain restrictions on their activity based on their work status, location and device when it comes to taking action on legislative or political issues.

### **Here are the legislative warnings we use for social media posts:**

#### ***For posts requiring members to make congressional phone calls***

CAUTION: Do not read or share, like, or comment on this post from a government computer or on duty time. Calls must be made on a personal phone during non-duty time.

#### ***For posts requiring members to take online political action***

CAUTION: Do not read or share, like, or comment on this post from a government computer or on duty time. Actions must be taken on a personal phone during non-duty time.

## CONTENT WARNINGS

### *For posts that contain partisan information*

CAUTION: Do not read or share, like, or comment on this post from a government computer or on duty time.

Additionally, Political Action Campaign (PAC) related content is not appropriate for social media.

### **Here are content warnings for the web, email and newsletters.**

#### **Web, Email & Newsletters - General Warning / Legislative Warning**

IMPORTANT: This information should not be downloaded using government equipment, read during duty time or sent to others using government equipment, because it suggests action to be taken in support or against legislation. Do not use your government email address or government phone in contacting your lawmakers.

#### **Web - Election-Related / Hatch Act Warning**

IMPORTANT: This information should not be downloaded using government equipment, read during duty time, sent to others using government equipment, or sent to anyone while in a government building because it involves election related activity.

#### **Email & Newsletters - Election-Related / Hatch Act Warning**

IMPORTANT: You may view this email using your home email on your personal computer, smart phone, or other electronic device when not on government property. BUT, this information should not be downloaded using government equipment, read during duty time, or sent to others using government equipment, because it involves taking an election related action and could be a violation of the Hatch Act. Do not forward this email to government or home email addresses as it contains AFGE member information specific to you.

## CONTENT WARNINGS

### **Web, Email & Newsletters - PAC Warning**

Note: Both of the following paragraphs must appear on any PAC related page or email. The first goes at the top of the page or above the email banner, the second goes on the bottom of the page or below the email signature. Any mention of the PAC could be viewed by the Federal Election Commission as a solicitation (even if no money is requested or accepted), and therefore must be in a members only access portion of a website and such content can only be sent to personal email addresses of members only. No PAC related discussion should be posted on social media as it may be accessible by non-members.

**IMPORTANT:** This information should not be downloaded using government equipment, read during duty time, sent to others using government equipment, or sent to anyone while in a government building because it involves election related activity.

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Contributions to AFGE-PAC are not deductible as charitable contributions for federal income tax purposes. Your voluntary decision to contribute more, less or not to contribute at all will not result in any favor or disadvantage in your relationship with AFGE.

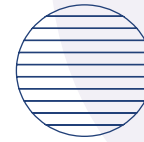
# MONTHLY CONTENT

What are your goals this month?

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# January

2023

SUN	MON	TUE	WED	THU	FRI	SAT
1 <i>New Year's Day</i>	2	3	4 <i>World Braille Day</i>	5	6	7
8	9	10	11	12	13	14
15	16 <i>Martin Luther King Jr. Day</i>	17	18	19	20	21
22 <i>Lunar New Year</i>	23	24	25	26	27	28
29	30	31				

## Notes

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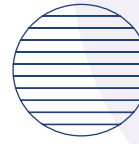
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## Pro Tip:

Take time to plan your goals for the year. Throughout the year you can look back at your goals and make sure you're on track.

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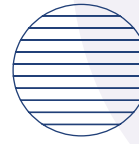
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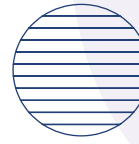
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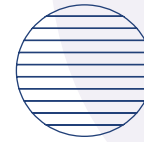
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What are your goals this month?

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# February

2023

SUN	MON	TUE	WED	THU	FRI	SAT
			1 <i>Black History Month</i>	2 <i>Groundhog Day</i>	3	4
5	6	7	8	9	10	11
12 <i>AFGE Legislative Conference Begins</i>	13	14 <i>Valentine's Day</i>	15	16	17	18
19	20 <i>President's Day</i>	21 <i>Mardi Gras</i>	22	23	24	25
26	27	28				

## Notes

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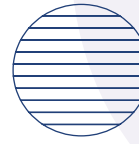
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## Pro Tip:

*Use upcoming events, holidays, recognition months, etc. as inspiration to develop content for your platforms.*

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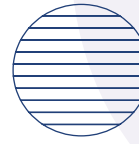
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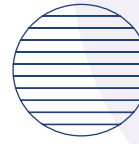
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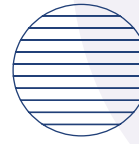
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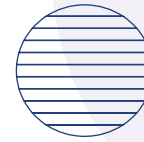
# MONTHLY CONTENT

What are your goals this month?

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# March

2023

SUN	MON	TUE	WED	THU	FRI	SAT
			1 <i>Women's History Month</i> <i>Department of Homeland Security's Birthday</i>	2	3 <i>Employee Appreciation Day</i>	4
5	6	7	8 <i>International Women's Day</i>	9	10	11
12 <i>Daylight Saving Time Starts</i>	13	14	15	16	17 <i>St. Patrick's Day</i>	18
19	20 <i>Spring Begins</i>	21	22 <i>Ramadan Begins</i>	23	24	25
26	27	28	29	30	31 <i>International Transgender Day of Visibility</i>	

## Notes

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## Pro Tip:

*Recurring content will help your communications platforms stay up-to-date. Consider starting a weekly and/or monthly series that will help keep your members informed and engaged.*

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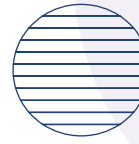
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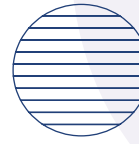
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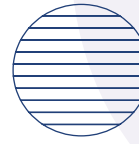
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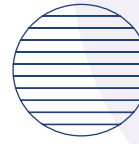
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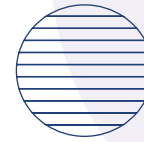
# MONTHLY CONTENT

What are your goals this month?

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# April

2023

SUN	MON	TUE	WED	THU	FRI	SAT
						1 <i>April Fool's Day</i>
2	3	4	5 <i>Passover Begins</i>	6	7	8
9 <i>Easter Sunday</i>	10	11	12	13	14	15
16	17 <i>NVAC Health &amp; Safety Conference Begins</i>	18 <i>Tax Day</i>	19	20	21	22 <i>Earth Day</i>
23	24	25	26 <i>Administrative Professionals Day</i>	27	28	29
30						

## Notes

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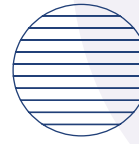
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## Pro Tip:

Don't get burned out with managing too many social media platforms. Select one or two that you know you can keep up with. Focus on quality not quantity.

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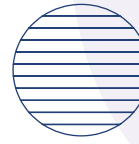
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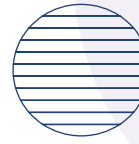
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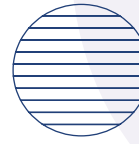
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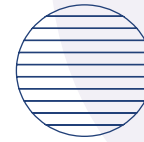
# MONTHLY CONTENT

What are your goals this month?

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# May

2023

SUN	MON	TUE	WED	THU	FRI	SAT
	1 <i>May Day Asian Pacific American Heritage Month, Jewish American Heritage Month, and Mental Health Awareness Month</i>	2	3	4	5	6 <i>National Nurses Day</i>
7	8	9	10	11	12	13
14 <i>Mother's Day</i>	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29 <i>Memorial Day</i>	30	31			

## Notes

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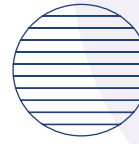
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## Pro Tip:

*Members want to see themselves in the content you create. Make sure to take photos often and include those photos in your materials.*

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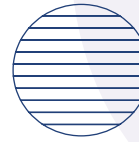
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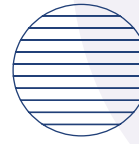
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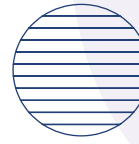
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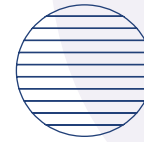
# MONTHLY CONTENT

What are your goals this month?

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# June

2023

SUN	MON	TUE	WED	THU	FRI	SAT
				1 <i>LGBTQIA+ Pride Month</i>	2	3
4	5	6	7	8	9	10
11 <i>P.O.R.T Leadership Academy Begins</i>	12	13	14	15	16	17
18 <i>Father's Day</i>	19 <i>Juneteenth</i>	20	21 <i>Summer Begins</i>	22	23	24
25 <i>Fair Labor Standard Act's Birthday</i>	26	27	28	29	30	

## Notes

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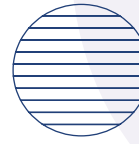
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## Pro Tip:

*Not a graphic designer? No problem! Check out digital tools like [Canva.com](https://www.canva.com) to help you create graphics you can use on your social media pages, newsletters, website and more.*

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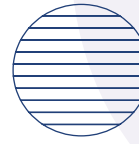
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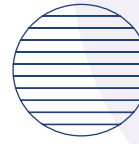
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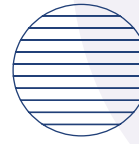
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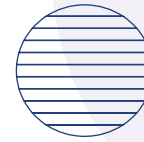
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What are your goals this month?

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# July

2023

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						1
2	3	4 <i>Independence Day</i>	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21 <i>Department of VA's Birthday</i>	22
23 <i>Parents' Day</i>	24	25	26	27	28 <i>Sister's Keeper Summit Begins</i>	29 <i>NASA's Birthday</i>
30	31 <i>Human Rights Training Conference Begins</i>					

## Notes

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## Pro Tip:

Government workers are regularly in the news. Make sure to follow trade publications like *The Hill*, *Federal Times*, and *GovExec* to share articles and the local's position on relevant news items.

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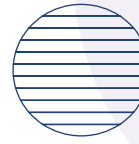
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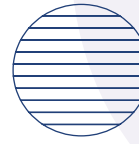
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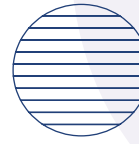
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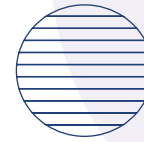
# MONTHLY CONTENT

What are your goals this month?

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# August

2023

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14 <i>SSA's Birthday</i>	15	16	17	18 <i>AFGE's Birthday</i>	19
20	21	22	23	24	25 <i>National Park Service's Birthday</i>	26 <i>Women's Equality Day</i>
27	28	29	30	31		

## Notes

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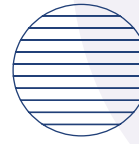
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## Pro Tip:

*AFGE's social media pages and website are a treasure trove of great union content that you can use for your channels. Feel free to grab & share!*

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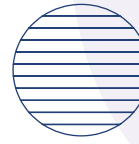
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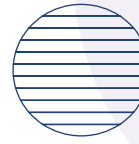
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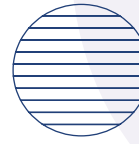
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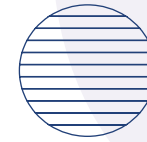
# MONTHLY CONTENT

What are your goals this month?

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# September

2023

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4 <i>Labor Day</i>	5	6	7	8	9
10 <i>Grandparents Day</i>	11	12	13	14	15 <i>Start of Rosh Hashanah</i> <i>Start of Hispanic Heritage Month</i>	16
17	18	19	20	21	22	23 <i>Fall Begins</i>
24 <i>Start of Yom Kippur</i>	25	26	27	28	29	30

## Notes

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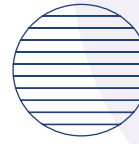
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## Pro Tip:

*Don't be afraid to create your own video content. You can get started by simply using your mobile device to record a monthly leader's message to share with your members.*

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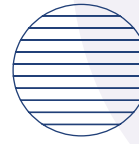
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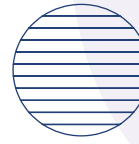
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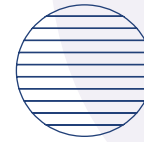
# MONTHLY CONTENT

What are your goals this month?

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# October

2023

SUN	MON	TUE	WED	THU	FRI	SAT
1 <i>National Disability Employment Awareness Month &amp; LGBTQIA+ History Month</i>	2	3	4	5	6	7
8	9 <i>Columbus Day Indigenous Peoples' Day</i>	10	11	12	13	14 <i>Augusta Y. Thomas Day</i>
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31 <i>Halloween</i>				

## Notes

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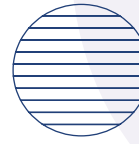
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## Pro Tip:

*As the holiday season approaches, consider scheduling content breaks and let your audience know when they can expect to hear from you after the break.*

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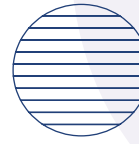
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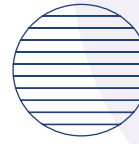
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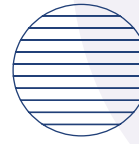
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# MONTHLY CONTENT

What are your goals this month?

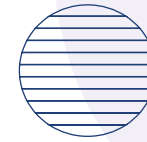
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# November

2023

SUN	MON	TUE	WED	THU	FRI	SAT
			1 <i>Native American Heritage Month and National Family Caregivers Month</i>	2	3	4
5 <i>Daylight Saving Time Ends</i>	6	7	8	9	10	11 <i>Veterans Day</i>
12 <i>Diwali</i>	13	14	15 <i>Fredna S. White Day</i>	16	17	18
19	20 <i>Transgender Day of Remembrance</i>	21	22	23 <i>Thanksgiving</i>	24 <i>Black Friday</i>	25
26	27	28 <i>Giving Tuesday</i>	29	30		

## Notes

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## Pro Tip:

*Use the holiday season as a time to share messages of thanks and gratitude to your members.*

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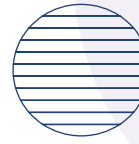
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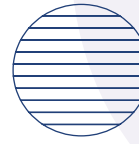
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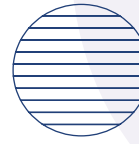
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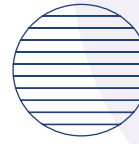
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# MONTHLY CONTENT

What are your goals this month?

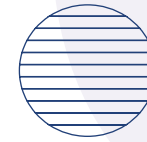
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# December

2023

SUN	MON	TUE	WED	THU	FRI	SAT
					1 <i>World AIDS Day</i>	2
3 <i>International Day of Persons with Disabilities</i>	4	5	6	7 <i>Hanukkah Begins</i>	8	9
10 <i>Human Rights Day</i>	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25 <i>Christmas Day</i>	26 <i>Kwanzaa Begins</i>	27	28	29	30
31						

## Notes

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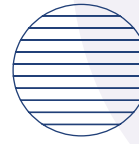


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## Pro Tip:

Reflect on all the communications you've shared throughout the year. Document your success and plan for next year!

# WEEKLY CONTENT



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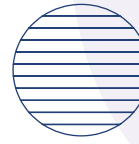
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# WEEKLY CONTENT



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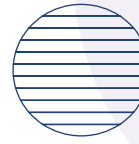
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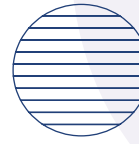
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# EXAMPLES OF ENGAGING SOCIAL CONTENT

Looking for some inspiration to help craft your posts on social media? We've got you covered. Check out our examples below of Facebook, Instagram, and Twitter posts that garnered increased engagement compared to other posts on our platforms.

## TWITTER



# EXAMPLES OF ENGAGING SOCIAL CONTENT

## INSTAGRAM



**“Employees are overloaded, overworked and underpaid, and thousands of workers are expected to depart in the coming year.”**

Dr. Everett Kelley  
AFGE National President

afgeunion • Follow

afgeunion • the workload's have increased, but the pay hasn't. Working people are overloaded, overworked, and underpaid.

TAFGE #lu #unionstrong  
12w

che.f davidson Wow  
11w • 1 like • Reply  
— View replies (1)

rae2k My body was hurting so bad this week from so much physical work.  
11w • 2 likes • Reply  
— View replies (1)

107 likes  
NOVEMBER 4, 2022  
Log in to like or comment.



I'm a public servant,  
I'm a union member,  
and I voted.

afgeunion • Follow

afgeunion • I'm a public servant, I'm a union member, and I voted. 🗳️

Share this to your story and remind your family & friends to vote today.

#AFGE #lu #Unionstrong  
#Election2022 #midtermelection2022  
11w

delandersykes YES ❤️❤️  
11w • 1 like • Reply  
— View replies (1)

thesteveaves  
#imamemberoftheunionelection  
11w • 1 like • Reply  
— View replies (1)

185 likes  
NOVEMBER 6, 2022  
Log in to like or comment.

# EXAMPLES OF ENGAGING SOCIAL CONTENT

## FACEBOOK

**AFGE** December 20, 2022 · 🌐

From our family to yours, we want to wish you a safe and happy holiday season!

We honor and uplift all of the ways you may celebrate, reflect and observe during this holiday season.



**Happy Holidays from AFGE!**

👍❤️ 124      28 comments · 53 shares

**AFGE** November 8, 2022 · 🌐

I'm a public servant. I'm a union member, and I voted. 🗳️

Let's see your "I voted" stickers. Tag us or add your pic in the comments.



**I'm a public servant,  
I'm a union member,  
and I voted.**

**AFGE**

👍❤️ 111      16 comments · 43 shares

**AFGE** December 5, 2022 · 🌐

President Biden's proposed 4.6% raise for federal workers is part of the current version of the FY 2023 funding bill, but it could be stripped if a continuing resolution is passed instead of full funding.

Here's what you need to know –



**AFGE/AIL**

**AFGE Urges Congress to Urgently Fully Fund Government**

To keep our government running efficiently, AFGE is urging Congre...

👍❤️ 70      13 comments · 27 shares

# EVENT CONTENT PLANNER WORKSHEET

Project Name:

Goals & Objectives:

Key Message:

Platforms where you want to post:

Three (3) Facebook Posts:

- 1.
- 2.
- 3.

Three (3) Instagram Posts:

- 1.
- 2.
- 3.

Photo Shot List:

Video Shot List:





