



# Summer Social Media Plan

**Before you start!** Make sure Instagram and Facebook are synced so you can schedule posts for summer. Don't forget the caption will need to have actual links for Facebook and "link in bio" for Instagram. If you need help setting this up, email [abra@oakscolab.com](mailto:abra@oakscolab.com) and we'll get on a call to walk you through how to!

**The posting plan** for summer is to do so at least once a week so that your account doesn't appear to be inactive. If you want to post more, we're not discouraging it. We just know at times summer can become quiet on social and we want to keep it fun and active even if you can't be on it as much as you have been.

**The goal** of the summer posting is to focus on the retreat, make freshmen feel at ease leading up to the retreat and to encourage freshmen to sign up if they haven't already. Before you hit auto pilot, be sure your instagram has 3 pinned posts at the top. 1.) Registration 2.) Retreat Details 3.) Packing List

- **Post 1 (8 weeks out)**
  - Retreat overview/reminder with details "The \_\_ Retreat is two months away! we hope you will join us (date) at (location)! Registration link in bio."
- **Post 2 (7 weeks out)**
  - Q&A story or post with common questions and answers
  - Fun idea: Do a takeover with Q&A box even if you're home for the summer, working a camp or on a mission trip. Remember to be retreat focused not influencer focused, but have fun with it!
- **Post 3 (6 weeks out)**
  - Registration is still open!
- **Post 4 (5 weeks out)**
  - Theme night reminder.
  - Example: The theme night for The \_\_ Retreat is a luau so check out your local thrift store for a hawaiian shirt!
  - Possible extra: A video of a trip to a thrift store would be cute here showing how easy it is to find a cheap hawaiian shirt. Or show off your planned outfit and how easy it was to put it together with a reminder that it's not required for you to have but can be fun to put together.
- **Post 5 (4 weeks out)**
  - Registration deadline "We're one month away from The \_\_ Retreat! if you haven't signed up the deadline is \_\_! We can't wait to see you (retreat date)!"
- **Post 6 (3 weeks out)**
  - Basic Timeline of the retreat emphasize check-in timeframe, airport pickup, etc. Anything that is a common question.
- **Post 7 (2 weeks out)**
  - What to Pack
- **Post 8 (1 week out)**
  - We're so excited to see you next week! An encouraging word from a counselor trainer or director.

**Note:** If you do a story/reel and it's informative take a still image and create a post as well. This will be helpful for it to stay on your feed (specifically for facebook and parents that might be looking for information to get their freshman signed up). And as always, be sure to stick to your brand guidelines.

**Questions?** Email Abra at [abra@oakscolab.com](mailto:abra@oakscolab.com)



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