

WEEKLY SOCIAL MEDIA CALENDAR

#MotivationalMonday

#TipTuesday

#WeLoveDECAWednesday

#ThrowbackThursday

#FeatureFriday

HELPFUL SOCIAL MEDIA RESOURCES

- 1. Canva** – Canva makes it easy to create and design graphics, animations and videos to give your social media a boost! The platform has a library of templates, backgrounds, images, fonts and stickers to ensure that you create stand-out content.
- 2. Hootsuite** – Schedule content across Facebook, Instagram, Twitter and more using one simple, free service. Use this to post up a week or month’s worth of updates on a schedule instead of having to post individual updates every day, as well as to manage multiple accounts.
- 3. Bit.ly** – Twitter will automatically shorten your links for you, but Bitly will let you customize the URL people click on and track how many people click on the link, all for free.
- 4. Google Alerts** – Set up a free alert every time someone posts up an article containing a keyword, including “DECA,” your organization’s name, or anything else, and this service will email you with a link to see what people are saying.
- 5. DECA Brand Resource Center** – Browse DECA’s online library of downloadable logos, templates, videos, animations and more to use in your communications. Find resources at deca.org/brand.