**Editorial Calendar**

**Sample Editorial Calendar for NGO - January 2012**

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| **Dates** | **Hooks** | **Web Site** | **Blog** | **Facebook** | **YouTube** | **Other** |
| Jan. 1 | New Year’s Resolutions | Press release about new programs for 2012 | -Organization’s new year’s resolutions | -Ask fans for their New Year’s Resolutions | -Interview with program participants about what they’re excited about in the new year | -Twitter hashtag and tweets #Arab2012 |
| Jan. 15 | Annual Meeting | Release annual report | -Pre-event post w/ video from Executive Director  -Post-event wrap up with photos | -Ask who is coming to annual meeting  -Share visuals from report  -Share photos with link to blog post | -Director Video w/ link to blog post  -Video of news conference | - Press conference about the annual report  -Tweet Press conference  -Email to members |
| Jan. 31 | Blogging Workshop | Announcement and sign up | -1x per week: How To Blog  -Interviews with bloggers  -List of How To Blog Resources  -Post workshop blog post | -Ask fans: Favorite nonprofit blogs -Curated blogging links  -Infographics about blogging  -Ask workshop participants to post their photos during the workshop | -Interview participants at workshop about what they learned | -Twitter blogging links and links to org blog posts using hashtag #arabngoblog |

**Editorial Calendar for NGO - April 2012**

**Topic Area:**

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| **Dates** | **Hooks** | **Web Site** | **Blog** | **Facebook** | **YouTube** | **Other** |
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