

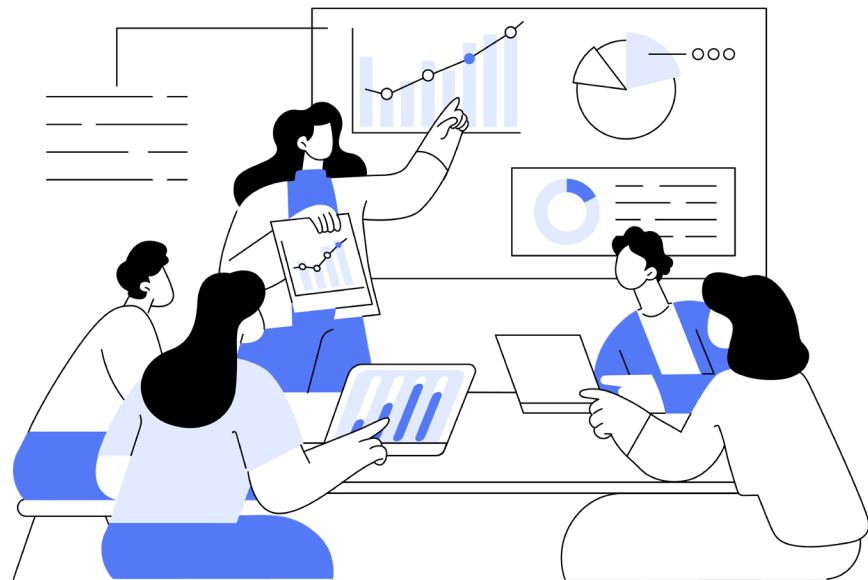


CONTENT PLANNER

AFGE COMMUNICATIONS
DEPARTMENT

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INTRODUCTION

About the AFGE Digital Content Planner

Welcome to your 2024 digital content planner designed by the AFGE Communications Team to help you stay on track and laser-focused on planning your digital content.

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.

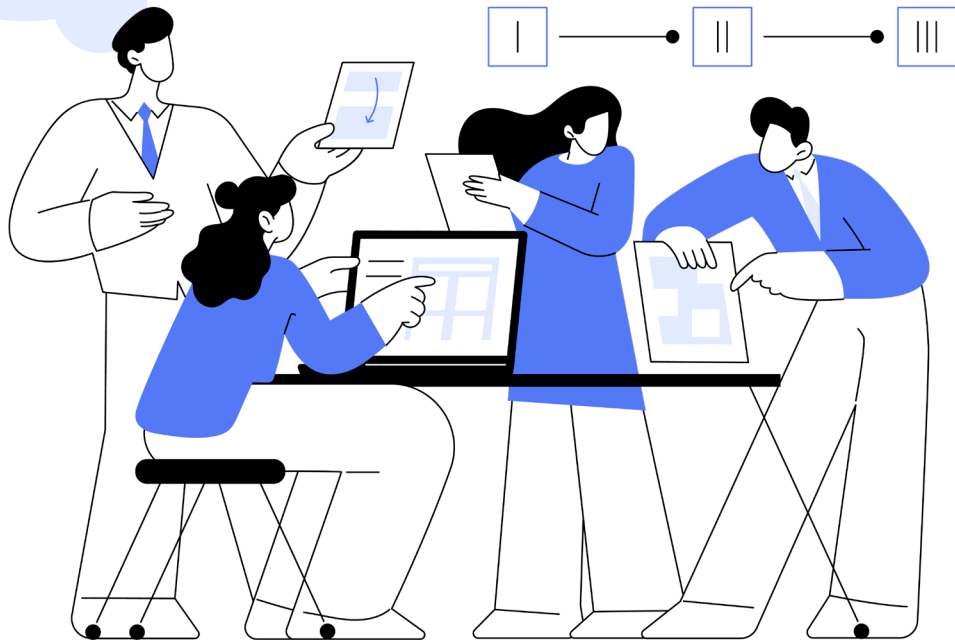
Go Digital or Analog!

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) 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?

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

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

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 followers</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

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

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

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.

JANUARY 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

HOLIDAYS

Jan. 1: New Year's Day

Jan. 4: World Braille Day

Jan. 15: Martin Luther King Jr. Day

MONTHLY CONTENT

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

FEBRUARY 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	1	2	3

HOLIDAYS

Feb. 1: Black History Month
Feb. 2: Groundhog Day
Feb. 10: Lunar New Year

Feb. 11: AFGE Legislative Conference Begins
Feb. 13: Mardi Gras
Feb. 14: Valentine's Day

Feb. 19: Presidents' Day

MONTHLY CONTENT

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.

MARCH 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
26	27	28	29	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

HOLIDAYS

Mar. 1: Women's History Month
Mar. 1: Department of Homeland Security's Birthday
Mar. 3: Employee Appreciation Day
Mar. 8: International Women's Day

Mar. 10: Daylight Saving Time Starts
Mar. 10: Ramadan Begins
Mar. 17: St. Patrick's Day
Mar. 19: Spring Begins

Mar. 31: Easter Sunday
Mar. 31: International Trans Day of Visibility

MONTHLY CONTENT

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.

APRIL 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

HOLIDAYS

Apr. 1: April Fool's Day
Apr. 15: Tax Day

Apr. 22: Passover Begins
Apr. 22: Earth Day

Apr. 24: Administrative Professionals' Day
Apr. 27: 2024 P.O.R.T. Leadership Academy Begins

MONTHLY CONTENT

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.

MAY 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

HOLIDAYS

May 1: May Day

May 1: Asian Pacific American Heritage Month

May 1: Jewish American Heritage Month

May 1: Mental Health Awareness Month

May 5: National Nurses Day

May 12: Mother's Day

May 27: Memorial Day

MONTHLY CONTENT

Pro Tip: Need help creating visual content, like social media graphics? Check out digital tools like Canva.com to help you create graphics you can use on your social media pages, newsletters, website and more.

JUNE 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

HOLIDAYS

June 1: LGBTQIA+ Pride Month
June 16: Father's Day

June 19: Juneteenth
June 20: Summer Begins

June 25: Fair Labor Standards Act's Birthday

MONTHLY CONTENT

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.

JULY 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

HOLIDAYS

July 4: Independence Day
July 21: Department of VA's Birthday

July 28: Parents' Day
July 20: NASA's Birthday

MONTHLY CONTENT

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!

AUGUST 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

HOLIDAYS

Aug. 12: 43rd AFGE National Convention Begins
Aug. 14: SSA's Birthday

Aug. 18: AFGE's Birthday
Aug. 25: National Park Service's Birthday

Aug. 26: Women's Equality Day

MONTHLY CONTENT

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.

SEPTEMBER 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	5

HOLIDAYS

Sept. 2: Labor Day

Sept. 8: Grandparents' Day

Sept. 15: Hispanic Heritage Month Begins

Sept. 22: Fall Begins

WEEKLY CONTENT

TO DO LIST:

NOTES:

FACEBOOK

INSTAGRAM

TWITTER

EMAIL

S	M	T	W	T	F	S

S	M	T	W	T	F	S

S	M	T	W	T	F	S

S	M	T	W	T	F	S

MONTHLY CONTENT

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.

OCTOBER 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

HOLIDAYS

Oct. 1: National Disability Employment Awareness Month
Oct. 1: LGBTQIA+ History Month

Oct. 2: Rosh Hashanah Begins
Oct. 11: Yom Kippur Begins

Oct. 14: Indigenous Peoples' Day
Oct. 14: Augusta Y. Thomas Day

Oct. 31: Halloween

MONTHLY CONTENT

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

NOVEMBER 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
28	29	30	31	1	2	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

HOLIDAYS

Nov. 1: Native American Heritage Month

Nov. 1: Diwali

Nov. 1: Military Family Appreciation Month

Nov. 3: Daylight Saving Time Ends

Nov. 11: Veterans Day

Nov. 15: Fredna S. White Day

Nov. 20: Transgender Day of Remembrance

Nov. 28: Thanksgiving

MONTHLY CONTENT

Pro Tip: Reflect on all the communications you've shared throughout the year. Document your successes and plan for next year!

DECEMBER 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

HOLIDAYS

Dec. 1: World AIDS Day
Dec. 3: Giving Tuesday

Dec. 3: International Day of Persons with Disabilities
Dec. 10: Human Rights Day

Dec. 25: Hanukkah Begins
Dec. 25: Christmas Day

Dec. 26: Kwanzaa Begins

EXAMPLES OF ENGAGING CONTENT

TWITTER

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

AFGE @AFGENational · Sep 28, 2023

85% of federal employees are based outside the DC area. From our biggest cities to our smallest communities – federal workers are EVERYWHERE.

The bottom line: a government shutdown would affect us ALL.

# OF FEDERAL WORKERS	METRO AREA	METRO AREA	FEDS AS % OF WORKFORCE
59,150	New York-Newark-Jersey City, N.Y.-N.J.-Pa.	California-Lexington Park, Md.	17.30%
50,160	Virginia Beach-Norfolk-Newport News, Va.-N.C.	Susanville, Calif.	16.60%
48,188	Baltimore-Columbia-Towson, Md.	Warner Robins, Ga.	16.20%
40,413	Atlanta-Sandy Springs-Alpharetta, Ga.	Bremerton-Silverdale-Port Orchard, Wash.	15.50%
38,713	San Diego-Chula Vista-Carlsbad, Calif.	Fort Leonard Wood, MO	15%
37,687	Philadelphia-Camden-Wilmington, Pa.-N.J.-Del.-Md.	Vicksburg, Miss.	12.30%
34,939	Los Angeles-Long Beach-Anaheim, Calif.	Ozark, Ala.	11.70%
33,981	Dallas-Fort Worth-Arlington, Tex.	Muskogee, Okla.	11.50%
33,114	Chicago-Naperville-Elgin, Ill.-Ind.-Wis.	St. Marys, Ga.	11.10%
31,537	San Antonio-New Braunfels, Tex.	Atlus, Okla.	11.10%

2 28 41 3.4K

AFGE @AFGENational · Oct 17, 2023

A new @AFLCIO poll shows that 7 in 10 Americans support labor unions

And a whopping 88% of Americans under age 30 support unions 📈

Read more:

New Poll Shows 7 in 10 Americans Support Labor Unions

From afge.org

2 36 61 3.9K

EXAMPLES OF ENGAGING CONTENT

FACEBOOK

 **AFGE** ✓
November 14, 2023 · 🌐

"We should not be used as bargaining chips." #StopTheShutdown
<https://bit.ly/458s09b>



John Hubert
AFGE Regional Vice President



119 likes · 13 comments · 28 shares

 **AFGE** ✓
November 23, 2023 · 🌐

This Thanksgiving, we are thankful for all of our AFGE members, leaders, activists, and staff across the federation.


As we reflect on our accomplishments this year, let's also get prepared for the fight ahead!

Happy Thanksgiving, AFGE family!






267 likes · 24 comments · 43 shares


 **AFGE** ✓
December 4, 2023 · 🌐

🔴 The numbers are in - your November AFGE organizing update is ANOTHER big one

✅ We added 1,312 net new members last month, and almost 15,000 over the past 12 months!

Let's keep it going, AFGE family!






178 likes · 12 comments · 31 shares

EXAMPLES OF ENGAGING CONTENT

INSTAGRAM



afgeunion


[View insights](#) [Boost post](#)

Liked by drkennyroberson and 174 others

afgeunion It's like the shirt 🧢 says - TSA workers just got their biggest pay raise in federal history!

And it's all thanks to the AFGE members who fought for years to make this happen.

[View all 10 comments](#)



afgeunion

Government Shutdown
noun
[guhv-ern-muhnt shuht-doun]

1) When the government is forced to cease functioning because Congress failed to do its job

A government shutdown means millions of federal employees will be denied their paychecks.

[View insights](#) [Boost post](#)

Liked by gilbertgalam and 155 others

afgeunion 📖 A government shutdown means no paychecks for millions of federal employees and active duty military, delayed service to the American people, and pain for our economy - all because Congress failed to do its job, AGAIN.



EVENT CONTENT PLANNER WORKSHEET

PROJECT NAME:

GOALS & OBJECTIVES:

KEY MESSAGE:

PLATFORMS WHERE YOU WANT TO POST:

THREE (3) FACEBOOK POSTS:

THREE (3) INSTAGRAM POSTS:

PHOTO SHOT LIST:

VIDEO SHOT LIST:



**Scan the Code
to Download
Planner**

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