# Social Media Calendar

**SOCIAL MEDIA CALENDAR**

for **Braille Challenge Month**

<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>#SundayFunday</td>
<td>#MotivationalMonday</td>
<td>#TriviaTuesday</td>
<td>#WisdomWednesday</td>
<td>#TBT</td>
<td>#FF/FollowFriday</td>
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POSTING TIPS

What you should do in every single post:

1. Add the hashtag of the day plus these two following hashtags (see images):
   #BrailleChallenge2019-20
   #[Your Regional]BrailleChallenge

2. Tag @brailleinstitute and @brailleinstituteyouth so your posts can show on our page and be exposed to our 8,500+ followers.
**MONDAY**

#MotivationalMonday

Motivational quote or story about braille literacy.

"Braille is knowledge, and knowledge is power," Louis Braille

**TUESDAY**

#TriviaTuesday

Question related to braille literacy
(you can do it just for fun to get engagement from your followers or offer a prize to the first person who answers correctly).

How old was Louis Braille when he invented the Braille Code?

What day is Louis Braille’s birthday??
#Wisdom Wednesday

Interesting fact or article about braille literacy.

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Picture or video of past Braille Challenge.
FRIDAY

#FF or FollowFriday

Highlight braille literacy-related organizations to follow on social media

Video, link to story, or picture with quote related to Braille Challenge featuring contestants, alumni, TVIs, and other regionals.