

Calendar

6 weeks before

Teasers and Anticipation – Build up to World Thinking Day. Content should highlight the day and the Living Threads theme, with teaser information to create energy and excitement that World Thinking Day is near. This excitement can be created by reaching out to community members to get involved with partnerships or creating content on social channels with posts that inspire and spark interest in the event.

3 weeks before

Conversation – Create conversation with the girls and community to talk about World Thinking Day and spark some excitement! Mobilise girls to engage their community and network, posting on social media and create local community events.

1 week before

Last minute planning and engagement – create helpful hints and tips to get ready for World Thinking Day.

On the day

Share the event by connecting with others, recording key events happening to create hype and excitement, recording the badging.

1 week later

Thank the community who got involved in World Thinking Day 2020.

Download social media content, messages and images on the [World Thinking Day 2020 Communications Resources page!](#)