



Social Media Calendar for Graduation Season

A group of diverse graduates in black caps and gowns are smiling and celebrating. One graduate in the center is holding a framed diploma. The diploma is from Church Hill Classics and includes the text 'CUSTOM DIPLOMA FRAME' and 'CONSERVATION QUALITY'. A watermark for Church Hill Classics and diplomaframe.com is visible in the bottom right corner of the photo.

ConGRADulations
You Earned It...Now Frame It!

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Helpful social media tips to DRIVE diploma frame sales!

As the diploma frame category leaders, we want to help drive sales during peak diploma frame-selling season! This easy-to-use calendar is filled with social media tips and post ideas to help drive awareness and sales for your bookstore leading up to Graduation! We've even included contests and offers designed to help engage graduating seniors!

Some TIPS to follow:

- Tagging us on social media is critical in order to co-promote diploma frame sales in your bookstore! You can find us on Facebook with **@ChurchHillClassics** or Twitter & Instagram with **@diplomaframe**. This tag will enable us to assist in the social media efforts of your store!
- Copy that's highlighted in blue indicates areas in which you can customize the message with a link, a tag, or a special offer.
- Great pictures increase engagement!
- With special offers or discounts, insert a URL for easy shopping.
- Use hashtags custom to your school—this will allow your posts to reach more students.
- Double-check your character count on Twitter. The recommended maximum count is 140 characters.
- Contests and discounts are suggested as ways to generate engagement and sales. Work with your CHC Regional Manager to develop discounts or giveaways.

Grad Fairs



Suggested Image Pre-Grad Fair:

A simple photograph of various products, including a Church Hill Classics diploma frame, would make an easy and engaging image. You can tie in several products in one visually appealing post. Don't forget to highlight those caps, gowns, and tassels, too!

4-5 weeks pre-Grad Fair: Suggested Posts

Facebook:

1. Our Grad Fair is coming! Stock up on all you need for the BIG day—your cap, gown & @ChurchHillClassics diploma frame! [\(insert bookstore grad fair info and/or link\)](#) #Classof20XX #EarnItFrameIt #Graduation #GradFair #diplomaframe #SchoolHashtag
2. Hey, Seniors, set that reminder on your phone! Our Grad Fair is [\(insert date/bookstore grad fair info and/or link\)](#). You can get all your graduation essentials including @ChurchHillClassics diploma frames. #EarnItFrameIt #Graduation #GradFair #diplomaframes #diplomaframe #Classof20XX #SchoolHashtag

Twitter:

1. #GradFair is coming, #Classof20XX! Stock up on all you need for the BIG day—cap, gown & @diplomaframe! #EarnItFrameIt [\(insert bookstore grad fair info and/or link\)](#)
2. #ICYMI—Our #GradFair will be happening on XX/XX - XX/XX. Get your grad must-haves from cap & gown to @diplomaframe! [\(insert bookstore grad fair info and/or link\)](#)

Instagram:

1. Our Grad Fair is coming, [Class of 20XX!](#) Stock up on all you need for the BIG day—your cap, gown & your @diplomaframe! [\(insert bookstore grad fair info and/or link\)](#) #Classof20XX #EarnItFrameIt #Graduation #GradFair #diplomaframe #SchoolHashtag
2. Hey, Seniors, set that reminder on your phone! Our Grad Fair is [\(insert date/bookstore grad fair info and/or link\)](#). You can get all your graduation essentials including @ChurchHillClassics diploma frame. #EarnItFrameIt #Graduation #GradFair #diplomaframes #diplomaframe #Classof20XX #SchoolHashtag

1 week pre-Grad Fair: Suggested Posts

Facebook:

1. Seniors, only 1 week to go before our Grad Fair. Save the date to stock up on graduation supplies, like your cap, gown, and diploma frame! You'll want to show off that hard-earned degree in style! [\(insert bookstore grad fair info and/or link\)](#) @ChurchHillClassics #diplomaframe #EarnItFrameIt #Classof20XX #GradFair #Graduation #Pride #SchoolHashtag
2. It's almost here: Time to get your grad supplies, [Class of 20XX!](#) Visit the #GradFair for your @ChurchHillClassics diploma frame and grad supplies! [\(insert bookstore grad fair info and/or link\)](#) #EarnItFrameIt #Graduation #GradFair #diplomaframe #Classof20XX #SchoolHashtag

Twitter:

1. #GradFair is 1 week away! Get all your graduation supplies here, from @diplomaframe to cap & gown (insert bookstore grad fair info and/or link)
2. Next week is #EarnItFrameIt time, #Classof20XX! Visit the #GradFair for your @diplomaframe and other grad supplies! (insert bookstore grad fair info and/or link)

Instagram:

1. SENIORS: Only 1 week to go before our Grad Fair. Save the date to stock up on graduation supplies like your cap, gown, and @diplomaframe! You'll want to show off that hard-earned degree in style! (insert bookstore grad fair info and/or link) #diplomaframe #EarnItFrameIt #Classof20XX #GradFair #Graduation #Pride #SchoolHashtag
2. It's almost here: Time to get your grad supplies, Class of 20XX! Visit the upcoming Grad Fair for your @diplomaframe & grad supplies! (insert bookstore grad fair info and/or link) #EarnItFrameIt #Graduation #GradFair #diplomaframe #Classof20XX #SchoolHashtag

During Grad Fair—These posts include a diploma frame giveaway!



Suggested Image Grad Fair:

Take a picture of our frame hanging in the store OR being held by a student. Use Canva.com to design an engaging Instagram post.

Facebook:

1. Hey, #Classof20XX! Our Grad Fair is HERE! Come on down, get your supplies, and #EnterToWin a #diplomaframe from @ChurchHillClassics! #giveaway #EarnItFrameIt #GradFair #GraduationSupplies #CapandGown (insert bookstore grad fair info link)

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2. Caps, gowns, announcements, and more can be found at our [20XX GradFair!](#) Come on down for your grad supplies and enter to win a #diplomaframe from @ChurchHillClassics. #EnterToWin #giveaway #EarnItFrameIt #GradFair #GraduationSupplies ([insert bookstore grad fair info link](#))

Twitter:

1. Hey, #Seniors! #GradFair is HERE! Come on down and #EnterToWin our @diplomaframe #giveaway! ([insert bookstore grad fair info link](#)) #EarnItFrameIt
2. Our #GradFair is happening. Want to win a @diplomaframe? Come on down and #EnterToWin. ([insert bookstore grad fair info link](#)) #EarnItFrameIt

Instagram:

1. Our Grad Fair is here, so come on down and get your cap, gown, and @diplomaframe. Plus, enter to win a FREE frame! #EarnItFrameIt #Classof20XX #Seniors #GradFair #EnterToWin ([insert bookstore grad fair info link or image](#))
2. Caps, gowns, diploma frames, and more can be found at our [20XX GradFair!](#) Come on in for your grad supplies and enter to win a @diplomaframe. #EnterToWin #giveaway #EarnItFrameIt #GradFair #GraduationSupplies #CapandGown ([insert bookstore grad fair info link](#))

During Grad Fair—These posts do NOT include a frame giveaway!



Suggested Image Grad Fair:

Take a picture of the Grad Fair tables and include a diploma frame. This creates excitement for the event!

Facebook:

1. Hey, #Classof20XX! Our Grad Fair is HERE! Come on down and get your supplies! #EarnItFrameIt #GradFair #GraduationSupplies #CapandGown ([insert bookstore grad fair info link](#))
2. Caps, gowns, announcements, and more can be found at our [20XX Grad Fair!](#) Come on in and get your grad supplies! #EarnItFrameIt #GradFair #GraduationSupplies #CapandGown ([insert bookstore grad fair info link](#))

Twitter:

1. Hey, #ClassOf20XX! Our #GradFair is HERE and we've got what you need to make graduation a success! @diplomaframe (insert bookstore grad fair info link)
2. Our #GradFair is happening. Don't delay, get your cap and gown today! @diplomaframe #GraduationSupplies #CapandGown (insert bookstore grad fair info link)

Instagram:

1. Hey, #Classof20XX! Our Grad Fair is HERE! Come on down and get your supplies! @diplomaframe #EarnItFrameIt #GradFair #GraduationSupplies #CapandGown (insert bookstore grad fair info link)
2. Caps, gowns, announcements, and more can be found at our 20XX GradFair! Come on in and get your grad supplies! @diplomaframe #EarnItFrameIt #GradFair #GraduationSupplies #CapandGown (insert bookstore grad fair info link)

Graduation



Suggested Image - Graduation:

Grab some popular items that every soon-to-be grad wants and snap a pic along with one of our diploma frames! This creates a quick and easy post!



Suggested Image - Graduation:

Ask a student employee to take a photo in front of our diploma frame display. It's great to include students and real frames in your posts.

1 week pre-Graduation

Facebook:

1. 1 week 'til #GradDay! Check out great gift ideas—including @ChurchHillClassics #DiplomaFrames—today! [\(insert diplomaframe.com store link or a link to frames on your bookstore website\)](#) #EarnItFrameIt
2. Have you picked out your #diplomaframe? Check out our selection of @ChurchHillClassics custom-designed frames! [\(insert diplomaframe.com store link or a link to frames on your bookstore website\)](#)
3. Are your parents asking, “What do you want for graduation?” We’ve got the perfect #GradGift: @ChurchHillClassics custom, #quality, #USAMade #SCHOOLNAME #DiplomaFrames [\(insert diplomaframe.com store link or a link to frames on your bookstore website\)](#)

Twitter:

1. You worked hard and had fun. Keep those #SchoolHashtag memories alive with a @diplomaframe. #EarnItFrameIt #Classof20XX [\(insert diplomaframe.com store link or a link to frames on your bookstore website\)](#)
2. Capture your #SchoolHashtag memories with a @diplomaframe! #PerfectGift #EarnItFrameIt #LifeAfterCollege [\(insert diplomaframe.com store link or a link to frames on your bookstore website\)](#)

Instagram:

1. 1 week 'til #GradDay! Check out great gift ideas—including @ChurchHillClassics #DiplomaFrames—today! [\(insert diplomaframe.com store link or a link to frames on your bookstore website\)](#) #EarnItFrameIt #SchoolHashtag #LifeAfterCollege #ClassOf20XX #Alumni #HardWorkPaysOff
2. Have you picked out your #diplomaframe? Check out our custom-designed selection of @ChurchHillClassics frames! [\(insert diplomaframe.com store link or a link to frames on your bookstore website\)](#) #EarnItFrameIt #SchoolHashtag #LifeAfterCollege #ClassOf20XX #Alumni #HardWorkPaysOff
3. Are your parents asking, “What do you want for graduation?” We’ve got the perfect #GradGift: @ChurchHillClassics custom, #quality, #USAMade #SCHOOLNAME #DiplomaFrames [\(insert diplomaframe.com store link or a link to frames on your bookstore website\)](#) #EarnItFrameIt #SchoolHashtag #LifeAfterCollege #ClassOf20XX #Alumni #HardWorkPaysOff

Graduation Weekend



Suggested Image - Graduation Weekend:

A simple photo of an in-store frame is quick, easy, and impactful.

Generic Graduation Posts:

Facebook:

1. Congratulations, [#SchoolHashtag](#) [#Classof20XX!](#) #Celebrate! #ProudGrad #MemorableMoments
2. Don't leave campus without your @ChurchHillClassics diploma frame. Grab your family and swing by the bookstore one last time to grab your alumni gear! #GradGift #EarnItFrameIt #ProudGrad #ProudParent

Twitter:

1. Congratulations, [#SchoolHashtag](#) [#Classof20XX!](#) #Celebrate! #ProudGrad #MemorableMoments
2. Don't leave campus without your @diplomaframe. Swing by one last time to grab your alumni gear! #EarnItFrameIt

Instagram:

1. Congratulations, [#SchoolHashtag](#) [#Classof20XX!](#) #Celebrate! #ProudGrad #MemorableMoments
2. Don't leave campus without your @diplomaframe. Swing by one last time to grab your alumni gear! #EarnItFrameIt

Grad Cap Promotion Posts:



Suggested Image - Grad Cap Promo:

Are you running a promotion with a diploma as the prize? Show a picture of the frame to create excitement! Be sure to tag us, so we can promote the contest too!

- Facebook: Congrats, [#ClassOf20XX!](#) Before you [#ThrowYourCap](#), be sure to decorate it. Share a pic of your [#GradCap](#) for a chance to win a [@diplomaframe!](#) [#BigDay](#) [#ProudGrad](#) [#ProudMoments](#) [#SchoolHashtag](#)
- Twitter: Congrats, Grads! Before you [#ThrowYourCap](#), be sure to decorate it! Share a pic for a chance to win a [@diplomaframe!](#) ([insert bookstore link with contest details](#))
- Instagram: Congrats, Grads! Before you [#ThrowYourCap](#), be sure to decorate it! Share a pic for a chance to win a [@diplomaframe!](#) [#EarnItFrameIt](#) [#ProudGrad](#) [#GradCap](#) [#SchoolHashtag](#) ([insert bookstore link with contest details](#))

Grad Photo Contest Posts:

- Facebook: Share your [#GradPhoto](#) for a chance to win a [#FREE @ChurchHillClassics](#) [#DiplomaFrame](#) ([insert bookstore link with contest details](#)) [#EarnItFrameIt](#) [#ProudMoments](#)
- Twitter: Share your [#GradPhoto](#) for a chance to win a [FREE @DiplomaFrame](#) [#EarnItFrameIt](#) [#ProudMoments](#) [#SchoolHashtag](#) ([insert bookstore link with contest details](#))
- Instagram: Share your [#GradPhoto](#) for a chance to win a [FREE @DiplomaFrame](#) [#EarnItFrameIt](#) [#ProudMoments](#) [#SchoolHashtag](#) ([insert bookstore link with contest details](#))