

SUN 1	MON	TUE	WED	THU	FRI	SAT
MONTH AT A GLANCE RELEASE A pinned Instagram post / calendar with the weeks of February, and associated events.		Q&A FEEDBACK Ask viewers on Instagram Stories what events / initiatives they would like to see from NMDP.	EVENT PROMOTION Take this day to repost (on Stories) any upcoming events for NMDP or other organizations on campus.	TRIVIA DAY Post a multiple choice sticker on Instagram with a trivia question – the first person to respond correctly gets an incentive.	EXEC MEMBER TAKEOVER Have an executive team member post Stories to walk viewers through a day in their life.	
	WEEKS AT A GLANCE An Instagram story (to be saved on Highlights) identifying events for the next two weeks.		EVENT PROMOTION Take this day to repost (on Stories) any upcoming events for NMDP or other organizations on campus.	TRIVIA DAY Post a multiple choice sticker on Instagram with a trivia question – the first person to respond correctly gets an incentive.		
	BLOOD DISEASE AWARENESS, DAY 1 Post an infographic about the science behind some diseases, and how many people have the condition.	BLOOD DISEASE AWARENESS, DAY 2 Post a testimony of a student / individual sharing why they registered / donated.	BLOOD DISEASE AWARENESS, DAY 3 Post a testimony of student / individual sharing how they recieved a donation.	BLOOD DISEASE AWARENESS, DAY 4 Share resources on where to donate or volunteer at donation sites in a carousel.	BLOOD DISEASE AWARENESS, DAY 5 Make an announcement with a student organization to host a "Registration Rush" in the Pit.	
	WEEKS AT A GLANCE An Instagram story (to be saved on Highlights) identifying events for the next two weeks.		EVENT PROMOTION Take this day to repost (on Stories) any upcoming events for NMDP or other organizations on campus.	TRIVIA DAY Post a multiple choice sticker on Instagram with a trivia question – the first person to respond correctly gets an incentive.	BLOOD DISEASE AWARENESS RECAP Do an event recap of the Pit initiative with an Instagram Reel.	
	EVENT PROMOTION Take this day to repost (on Stories) any upcoming events for NMDP or other organizations on campus.	Q&A MYTHS Ask viewers on Instagram Stories what questions they have about NMDP, the registry process, or if they have any concerns!	TRIVIA DAY Post a multiple choice sticker on Instagram with a trivia question – the first person to respond correctly gets an incentive.	MONTH IN REVIEW Create a carousel post sharing photos / videos from the month's past events.		

A primary target for public relations improvement is the increase of social media presence for the National Marrow Donor Program. This calendar provides a diverse yet consistent formula of posts, stories, and videos on Instagram to engage current members and the general Carolina community. With Blood Donation Month at the center, it is a prime opportunity to demonstrate how NMDP increases awareness of this month, and how it supports individuals who choose to join the donor registry.

For any portfolio, a calendar like this demands creativity and out of the box thinking, which is an effective visualization of future contributions in the workplace.

DRAFTED

FOLLOW-UP

SENT

PUBLISHED

MEDIA OUTLETS

Daneen Khan | Community Engagement Managing Editor, The Daily Tarheel
community@dailytarheel.com

Brighton McConnell | Chapelboro
brighton@wchl.com

Lexi Solomon | Reporter, The News and Observer (The Herald Sun Durham)
lsolomon@newsobserver.com

UNC Hussman Professors

- Cecelia Benninger, MEJO 153
- Livis Freeman, MEJO 377

SUN 1	MON	TUE	WED	THU	FRI	SAT
INTRODUCTION TO WOMEN'S HISTORY MONTH A reel of exec team members announcing the new month series – sharing how women are impacted via NMDP.	MONTH AT A GLANCE RELEASE A pinned Instagram post / calendar with the weeks of January, and associated events.		Q&A FEEDBACK Ask viewers on Instagram Stories what events / initiatives they would like to see from NMDP.		MARCH MYTHBUSTERS Film a tiny mic interview asking students why they may be hesitant to join the registry, and reassure their misconceptions.	
	WEEKS AT A GLANCE An Instagram story (to be saved on Highlights) identifying events for the next two weeks.	EVENT PROMOTION Take this day to repost (on Stories) any upcoming events for NMDP or other organizations on campus.	MARCH MADNESS PREDICTIONS Release a post with NMDP's own March Madness bracket for the upcoming tournament.		NMDP MARCH MADNESS REMIX A competition with other health organizations to host a field day or donation blitz.	
	WOMEN'S SPOTLIGHT, DAY 1 Spotlight a general member / female-identifying student involved in health on campus.	WOMEN'S SPOTLIGHT, DAY 2 Post a testimony of a student / individual sharing why they registered / donated.	WOMEN'S SPOTLIGHT, DAY 3 Post a testimony of student / individual sharing what condition they received a donation for.	WOMEN'S SPOTLIGHT, DAY 4 Interview Lorra Brown on the Red Dress campaign and the importance of women's health empowerment.	WOMEN'S SPOTLIGHT, DAY 5 Film a video with the exec team members appreciating the women in their life (with photos!)	
	WEEKS AT A GLANCE An Instagram story (to be saved on Highlights) identifying events for the next two weeks.	EXEC MEMBER TAKEOVER Have an executive team member post Stories to walk viewers through a day in their life.		Q&A MARCH MADNESS Check in on your bracket! Ask followers how they feel about how March Madness (NCAA) is going, with a poll or emoji slider.		
	TRIVIA DAY Post a multiple choice sticker on Instagram with a trivia question – the first person to respond correctly gets an incentive.	MONTH IN REVIEW Create a carousel post sharing photos / videos from the month's past events.				

Reflection

A primary target for public relations improvement is the increase of social media presence for the National Marrow Donor Program. This calendar provides a diverse yet consistent formula of posts, stories, and videos on Instagram to engage current members and the general Carolina community. March Madness is a timeless occasion at a Division I institution like UNC. In the same manner that corporations sponsor teams and events, NMDP can sponsor themselves through raising funds in competition with other organizations.

Leveraging this sports style, NMDP can invite student publications (or interested Hussman students) to cover the event, increasing media beyond owned content.

For any portfolio, a calendar like this demands creativity and out of the box thinking, which is an effective visualization of future contributions in the workplace.

DRAFTED **FOLLOW-UP**

SENT **PUBLISHED**

MEDIA OUTLETS

Daneen Khan | Community Engagement
Managing Editor, The Daily Tarheel
community@dailytarheel.com

Brighton McConnell | Chapelboro
brighton@wchl.com

UNC Hussman Professors

- Cecelia Benninger, MEJO 153
- Livis Freeman, MEJO 377

SUN	MON	TUE	WED 1	THU	FRI	SAT
			APRIL FOOLS Post an infographic about the science behind some diseases, and how many people have the condition.	BTS CONTENT Film a Instagram Reel showcasing the behind-the-scenes of organizing a general body meeting or registration event from plan to execute.		WORLD HEALTH DAY Highlight the health complications that demand stem cell donation.
MONTH AT A GLANCE RELEASE A pinned Instagram post / calendar with the weeks of January, and associated events.		EVENT PROMOTION Take this day to repost (on Stories) any upcoming events for NMDP or other organizations on campus.	WARRIOR WEDNESDAY Post an Instagram story or post highlighting someone who fought a disease demanding stem cell or marrow donation.		EVENT RECAP Take this day to share any photos from a previous event.	
	WEEK AT A GLANCE An Instagram story (to be saved on Highlights) identifying events for the next two weeks.		WARRIOR WEDNESDAY Post an Instagram story or post highlighting someone who fought a disease demanding stem cell or marrow donation.			
EARTHDAY NMDP at UNC could post some sort of service work relating to Earth Day, further improving their club image in realms outside of health advocacy.		EXEC MEMBER TAKEOVER Have an executive team member post Stories to walk viewers through a day in their life.	WARRIOR WEDNESDAY Post an Instagram story or post highlighting someone who fought a disease demanding stem cell or marrow donation.		TRIVIA DAY Post a multiple choice sticker on Instagram with a trivia question – the first person to respond correctly gets an incentive.	
	WEEK AT A GLANCE An Instagram story (to be saved on Highlights) identifying events for the next two weeks.		WARRIOR WEDNESDAY Post an Instagram story or post highlighting someone who fought a disease demanding stem cell or marrow donation.			

Reflection

A primary target for public relations improvement is the increase of social media presence for the National Marrow Donor Program. This calendar provides a diverse yet consistent formula of posts, stories, and videos on Instagram to engage current members and the general Carolina community. March Madness is a timeless occasion at a Division I institution like UNC. In the same manner that corporations sponsor teams and events, NMDP can sponsor themselves through raising funds in competition with other organizations.

Leveraging this sports style, NMDP can invite student publications (or interested Hussman students) to cover the event, increasing media beyond owned content.

For any portfolio, a calendar like this demands creativity and out of the box thinking, which is an effective visualization of future contributions in the workplace.

DRAFTED

FOLLOW-UP

SENT

PUBLISHED

MEDIA OUTLETS

Daneen Khan | Community Engagement
Managing Editor, The Daily Tarheel
community@dailytarheel.com

Brighton McConnell | Chapelboro
brighton@wchl.com

UNC Hussman Professors

- Cecelia Benninger, MEJO 153
- Livis Freeman, MEJO 377



EDITORIAL CALENDAR

may 2026

SUN	MON	TUE	WED	THU	FRI 1	SAT
					FUN FACT FRIDAY Teach social media followers things they may not know about stem cell and marrow donation via posts / stories.	CINCO DE MAYO NMDP party at Que Chula with members and recruits to build community and highlight specific donation needs for Latino patients.
MONTH AT A GLANCE RELEASE A pinned Instagram post / calendar with the weeks of January, and associated events.		Q&A FEEDBACK Ask viewers on Instagram Stories what were their favorite NMDP events this year – use in a end of academic year recap!		MOTHER’S DAY Highlight testimonies from the mothers of patients who have benefited from NMDP’s services and donations.	FUN FACT FRIDAY Teach social media followers things they may not know about stem cell and marrow donation via posts / stories.	HAPPY GRADUATION!
		EXEC MEMBER TAKEOVER Have an executive team member post Stories to walk viewers through a day in their life.			FUN FACT FRIDAY Teach social media followers things they may not know about stem cell and marrow donation via posts / stories.	
					FUN FACT FRIDAY Teach social media followers things they may not know about stem cell and marrow donation via posts / stories.	

Reflection

A primary target for public relations improvement is the increase of social media presence for the National Marrow Donor Program. This calendar provides a diverse yet consistent formula of posts, stories, and videos on Instagram to engage current members and the general Carolina community. March Madness is a timeless occasion at a Division I institution like UNC. In the same manner that corporations sponsor teams and events, NMDP can sponsor themselves through raising funds in competition with other organizations.

Leveraging this sports style, NMDP can invite student publications (or interested Hussman students) to cover the event, increasing media beyond owned content.

For any portfolio, a calendar like this demands creativity and out of the box thinking, which is an effective visualization of future contributions in the workplace.

DRAFTED

FOLLOW-UP

SENT

PUBLISHED

MEDIA OUTLETS

Daneen Khan | Community Engagement
Managing Editor, The Daily Tarheel
community@dailytarheel.com

Brighton McConnell | Chapelboro
brighton@wchl.com

- UNC Hussman Professors**
- Cecelia Benninger, MEJO 153
 - Livis Freeman, MEJO 377



EDITORIAL CALENDAR

June 2026

SUN	MON 1	TUE	WED	THU	FRI	SAT
	WEEK AT A GLANCE An Instagram story (to be saved on Highlights) identifying events for the next two weeks.		WHAT WE DO WEDNESDAY reveals a different feature of the club every week to let students know that they raise awareness, raise money, recruit donors, and support service work on campus.			
MONTH AT A GLANCE RELEASE A pinned Instagram post / calendar with the weeks of June, and associated events.			WHAT WE DO WEDNESDAY			
	WEEK AT A GLANCE An Instagram story (to be saved on Highlights) identifying events for the next two weeks.		WHAT WE DO WEDNESDAY		JUNETEENTH Celebrate Juneteenth by advertising the specific needs of racial minority groups when looking for stem cell and marrow donations.	
FATHER’S DAY Highlight father testimony from the fathers of patients who have benefited from NMDP’s services and donations .			WHAT WE DO WEDNESDAY			
	WEEK AT A GLANCE An Instagram story (to be saved on Highlights) identifying events for the next two weeks.					

Reflection

A primary target for public relations improvement is the increase of social media presence for the National Marrow Donor Program. This calendar provides a diverse yet consistent formula of posts, stories, and videos on Instagram to engage current members and the general Carolina community. March Madness is a timeless occasion at a Division I institution like UNC. In the same manner that corporations sponsor teams and events, NMDP can sponsor themselves through raising funds in competition with other organizations.

Leveraging this sports style, NMDP can invite student publications (or interested Hussman students) to cover the event, increasing media beyond owned content.

For any portfolio, a calendar like this demands creativity and out of the box thinking, which is an effective visualization of future contributions in the workplace.

- DRAFTED FOLLOW-UP
- SENT PUBLISHED

MEDIA OUTLETS

Daneen Khan | Community Engagement
Managing Editor, The Daily Tarheel
community@dailytarheel.com

Brighton McConnell | Chapelboro
brighton@wchl.com

- UNC Hussman Professors**
- Cecelia Benninger, MEJO 153
 - Livis Freeman, MEJO 377

July 2026

SUN	MON	TUE	WED 1	THU	FRI	SAT
					FAMOUS FRIDAYS Share quotes and information from any celebrity or UNC alumni connected to NMDP or have spoken out in promotion of the cause before.	INDEPENDENCE DAY Holidays often result in a spike in accidents, specifically automobile related accidents. This rate is a good reminder that donors can save lives in emergency situations.
MONTH AT A GLANCE will show every event for the month on the first Sunday of the month.	WEEK AT A GLANCE An Instagram story (to be saved on Highlights) identifying events for the next two weeks.				CORD BLOOD AWARENESS MONTH You can educate on how cord blood (containing stem cells), can relate to bone marrow donation.	
			HOW YOU CAN HELP Provide other ways for students to get involved and/or donate to NMDP online apart from being at UNC?		FAMOUS FRIDAYS	
	WEEK AT A GLANCE An Instagram story (to be saved on Highlights) identifying events for the next two weeks.				FAMOUS FRIDAYS	
	NATIONAL PARENTS' DAY Share stories of parents who donated marrow, or patients who survived because of a parent donor; emphasize legacy and giving life.				FAMOUS FRIDAYS	

Reflection

Summer can be a difficult time for clubs to stay engaging and relevant because the majority of students and community members are not on campus. Social media, if used strategically, can help maintain NMDP's brand image and relevance while also engaging with new audiences and experimenting with different posts.

This plan features less frequent posts than that of a busy month during the academic year. However, both July and August feature various ideas for “evergreen” posts that will not lose their relevance or meaning depending on when the post is viewed. An example of this would be a post highlighting a donor’s testimony because it will always be engaging regardless of the time it is viewed.

Furthermore, by strategically tying holidays into NMDP rather than simply posting about the holiday itself, viewers are more likely to develop an indelible impression of NMDP.

DRAFTED **FOLLOW-UP**

SENT **PUBLISHED**

MEDIA OUTLETS

Daneen Khan | Community Engagement
Managing Editor, The Daily Tarheel
community@dailytarheel.com

Brighton McConnell | Chapelboro
brighton@wchl.com

UNC Hussman Professors

- Cecelia Benninger, MEJO 153
- Livis Freeman, MEJO 377

SUN	MON	TUE	WED	THU	FRI	SAT 1
MONTH AT A GLANCE will show every event for the month on the first Sunday of the month.	WEEK AT A GLANCE An Instagram story (to be saved on Highlights) identifying events for the next two weeks.	MINORITY DONOR AWARENESS Spotlight underrepresented communities in donor registries and encourage more minority donors.			COUNTDOWN TO FDOC Sharing information about the NMDP club and encouraging students to sign up to join the NMDP chapter.	
	WEEK AT A GLANCE An Instagram story (to be saved on Highlights) identifying events for the next two weeks.	WORLD HUMANITARIAN DAY Frame donor registration as a humanitarian act - saving lives, global solidarity, "giving what you can."				
	BTS GIVEAWAY People can enter by following NMDP on IG, reposting the NMDP official giveaway post, and tagging friends in the comments.	MONTH IN REVIEW Create a carousel post sharing photos / videos from the month's past events.				

Reflection

Summer can be a difficult time for clubs to stay engaging and relevant because the majority of students and community members are not on campus. Social media, if used strategically, can help maintain NMDP's brand image and relevance while also engaging with new audiences and experimenting with different posts.

This plan features less frequent posts than that of a busy month during the academic year. However, both July and August feature various ideas for "evergreen" posts that will not lose their relevance or meaning depending on when the post is viewed. An example of this would be a post highlighting a donor's testimony because it will always be engaging regardless of the time it is viewed.

Furthermore, by strategically tying holidays into NMDP rather than simply posting about the holiday itself, viewers are more likely to develop an indelible impression of NMDP.

DRAFTED

FOLLOW-UP

SENT

PUBLISHED

MEDIA OUTLETS

Daneen Khan | Community Engagement
Managing Editor, The Daily Tarheel
community@dailytarheel.com

Brighton McConnell | Chapelboro
brighton@wchl.com

- UNC Hussman Professors**
- Cecelia Benninger, MEJO 153
 - Livis Freeman, MEJO 377