

Business Social Media Plan

#Celebrate321 • #WorldDownSyndromeDay



A ready-to-go plan for businesses that want to post about World Down Syndrome Day: a 3-week posting calendar, 25 graphics, a numbered caption bank, the hashtags to use, video ideas, and 21 do-it-yourself ideas to make your posts awesome.

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START HERE

The plan at a glance

Pick a level. Grab the graphic and caption for each day. Post, tag, and share. That's it!

EASY

3 POSTS

- ☐ March 1: save the date
- ☐ Friday, March 19: team feet photo
- ☐ Sunday, March 21: Happy World Down Syndrome Day

AWESOME

7 POSTS

- ☐ Everything in Easy
- ☐ Countdown: 3, 2, 1 days to go
- ☐ Fact carousel
- ☐ Thank-you post after 3.21

ALL-IN

14+ POSTS

- ☐ Everything in Awesome
- ☐ A post or story every day of 3.21 Week
- ☐ A Reel or video
- ☐ Tag 3 businesses + reshare customers

ALWAYS USE THESE TWO

#CELEBRATE321

#WORLDDOWNSYNDROMEDAY

Every post, every platform.

#Celebrate321 connects you to the Canal Winchester campaign.

#WorldDownSyndromeDay connects you to the worldwide celebration on March 21.



1. Pick your days

Use the calendar on page 4.



2. Grab a graphic

25 graphics in the Social folder.



3. Copy a caption

Numbered C1-C24.



4. Tag & share

Tag @Celebrate321 and 3 friends.

Key dates: 3.21 Week is **March 15–21, 2027**. Rock Your Socks at work is **Friday, March 19**. World Down Syndrome Day is **Sunday, March 21**. Closed weekends? Schedule your March 21 post ahead of time.

HASHTAGS

Hashtags & tagging

Use the two required hashtags on every post, then add a few more that fit. More isn't always better. 3-5 is the sweet spot.

REQUIRED · EVERY POST
#Celebrate321
#WorldDownSyndromeDay
RECOMMENDED · PICK 1-2
#RockYourSocks
#LotsOfSocks
#DifferentLooksGoodHere
LOCAL · PICK 1
#CanalWinchester
#CanalWinchesterOhio
#CWShowsUp [confirm]

OPTIONAL · AS FITS
#WDSD
#DownSyndromeAwareness
#Inclusion
#ShopLocal

PLATFORM	HASHTAGS	TAGGING TIPS	BEST GRAPHICS
Instagram	3-5	Hashtags at the end of the caption; tag @Celebrate321 in the photo	Square 1080×1080, carousel 1080×1350, Stories 1080×1920
Facebook	2-3	Tag the Celebrate 3.21 page; share our posts to your page	Square, LinkedIn/link image, cover 1640×624
LinkedIn	2-3	Tag Celebrate 3.21 and team members (with OK)	LinkedIn image 1200×627, square, carousel
TikTok / Reels	3-4	Add hashtags in the caption; use trending audio	Vertical video 1080×1920
X / Threads	1-2	Short captions work best	Square or landscape
Google Business	0	Hashtags don't help here; add a "Learn more" button	Square

TAG US

- Instagram: @handle
- Facebook: @page
- LinkedIn: page

COPY & PASTE SET

#Celebrate321
#WorldDownSyndromeDay
#RockYourSocks
#CanalWinchester

CAPITALIZE EACH WORD

Write **#WorldDownSyndromeDay**, not #worlddownsyndromeday. Screen readers read it correctly, and it's easier for everyone to read.

#LotsOfSocks and #WorldDownSyndromeDay are used by Down Syndrome International for the global celebration.

WHEN TO POST

3-week posting calendar

Easy posts are the must-dos. Awesome and All-in posts add more. Caption numbers (C1-C24) match the caption bank.

DATE	POST	GRAPHIC	CAPTION	LEVEL
Mon, Mar 1	Save the date	Share_Story_Save_The_Date / Share_Square_Were_Showing_Up	C1	EASY
Wed, Mar 3	Why 3/21?	Share_Square_Why_321	C4	AWESOME
Mon, Mar 8	Tag 3 businesses	Social_Square_Tag_3_Businesses	C7	ALL-IN
Wed, Mar 10	3 things to know (carousel)	Social_Carousel_Facts_1-5	C5	AWESOME
Fri, Mar 12	Sock poll (story)	Social_Story_This_Or_That	C-	ALL-IN
Mon, Mar 15	3.21 Week kickoff + our special	Social_Square_Our_Special / Share_Story_Ask_Why	C10	ALL-IN
Tue, Mar 16	3 days to go	Social_Countdown_3	C13	AWESOME
Wed, Mar 17	2 days to go + invite customers	Social_Countdown_2 / Social_Square_Show_Your_Socks	C14	AWESOME
Thu, Mar 18	1 day to go!	Social_Countdown_1	C15	AWESOME
Fri, Mar 19	Rock Your Socks Day! Team photo	Your photo in Social_Frame_Square	C16	EASY
Sat, Mar 20	Reshare customer socks	Their photos (with permission)	C19	ALL-IN
Sun, Mar 21	Happy World Down Syndrome Day	Social_Square_Happy_WDSD	C20	EASY
Mar 22-28	Thank you + recap	Share_Square_Thank_You + your photos	C23	AWESOME

ALSO UPDATE

- Facebook cover: Social_Facebook_Cover (March 1-31)
- Profile frame on your team photo
- Email signature (Share Kit)

STORIES EVERY DAY

- Behind the scenes
- Countdown sticker to March 19
- Reshare posts that tag you

SCHEDULE AHEAD

Use Meta Business Suite, LinkedIn, or any scheduler to set up all your posts in one sitting.

COPY & PASTE

Caption bank (1 of 2)

Replace anything in [brackets]. Emoji are optional; keep it to one or two.

SAVE THE DATE

- C1** Save the date! 🧦 We're showing up for 3.21, World Down Syndrome Day. Our team will be rocking our brightest socks on Friday, March 19. Will you join us? #Celebrate321 #WorldDownSyndromeDay
- C2** Big news: [Business] is proud to join Celebrate 3.21! This March, businesses across Canal Winchester are celebrating people with Down syndrome, and we're all in. #Celebrate321 #WorldDownSyndromeDay #CanalWinchester
- C3** Mark your calendar for 3.21 Week, March 15-21! Stay tuned for socks, smiles, and a special surprise. #Celebrate321 #WorldDownSyndromeDay

LEARN ONE THING

- C4** Ever wonder why World Down Syndrome Day is on 3/21? People with Down syndrome have three copies of chromosome 21. $3 + 21 = 3/21$! #Celebrate321 #WorldDownSyndromeDay
- C5** 3 things to know about Down syndrome. Swipe through, then share with a friend! Learning one thing is a great way to celebrate. #Celebrate321 #WorldDownSyndromeDay
- C6** Why socks? Bright, mismatched socks are a fun way to say different looks good here, and they get people asking questions. That's the point! #Celebrate321 #WorldDownSyndromeDay #RockYourSocks

INVITE & CHALLENGE

- C7** We're in! Now we're tagging 3 businesses to show up for World Down Syndrome Day: @[business] @[business] @[business]. Your turn! Sign up at Celebrate321.org #Celebrate321 #WorldDownSyndromeDay
- C8** Calling all Canal Winchester businesses! It's free, it's fun, and it takes about 15 minutes. Join us for 3.21. Link in bio. #Celebrate321 #WorldDownSyndromeDay #CanalWinchester
- C9** Stripes or dots? Tell us in the comments which socks you'll wear on Friday, March 19! #Celebrate321 #WorldDownSyndromeDay #RockYourSocks

YOUR SPECIAL

- C10** It's 3.21 Week! Meet our 3.21 Special: [describe it]. Available March 15-21 while we celebrate World Down Syndrome Day. #Celebrate321 #WorldDownSyndromeDay #ShopLocal
- C11** This week only: [special]. [If giving: \$____ from each one goes to Continue the Story, a 501(c)(3), for Celebrate 3.21. Up to \$____.] #Celebrate321 #WorldDownSyndromeDay
- C12** Stop by this week and ask us why we're wearing crazy socks. We'd love to tell you! #Celebrate321 #WorldDownSyndromeDay

ONE POST, FOUR PLATFORMS (EXAMPLE: C16)

Instagram

Full caption + 3-5 hashtags. Tag @Celebrate321 in the photo.

Facebook

Full caption + 2-3 hashtags. Tag the Celebrate 3.21 page.

LinkedIn

Add: "At [Business], we believe everyone belongs, on 3.21 and every day."

X / Threads

"No two socks alike, and that's the point! #Celebrate321 #WorldDownSyndromeDay"

COPY & PASTE

Caption bank (2 of 2)

For LinkedIn, add one line about your values or team. For X and Threads, keep the first sentence and the two required hashtags.

COUNTDOWN

- C13** 3 days until Rock Your Socks Friday! Dig out your brightest pair. #Celebrate321
#WorldDownSyndromeDay #RockYourSocks
- C14** 2 days to go! Mix 'em, match 'em, stripe 'em. Then stop by and show us your socks! #Celebrate321
#WorldDownSyndromeDay
- C15** Tomorrow's the day! Our team is rocking our socks for World Down Syndrome Day. Will you? #Celebrate321 #WorldDownSyndromeDay
#RockYourSocks

DAY-OF & CUSTOMERS

- C19** Look at these socks! Thank you to everyone who stopped by in their brightest pair. Tag us to be featured! #Celebrate321 #WorldDownSyndromeDay
- C20** Happy World Down Syndrome Day! Today we celebrate the people with Down syndrome in our community and around the world. You are valued. You belong here. We celebrate you. #Celebrate321
#WorldDownSyndromeDay #LotsOfSocks
- C21** Today is 3/21: three copies of chromosome 21, and one community celebrating together. #Celebrate321 #WorldDownSyndromeDay

ROCK YOUR SOCKS DAY

- C16** No two socks alike, and that's the point! Our team is rocking our socks to celebrate people with Down syndrome. #Celebrate321
#WorldDownSyndromeDay #RockYourSocks
- C17** Happy Rock Your Socks Day from all of us at [Business]! Different looks good here. #Celebrate321 #WorldDownSyndromeDay
#CanalWinchester
- C18** [Number] employees. [Number] pairs of fun socks. One message: everyone belongs. #Celebrate321
#WorldDownSyndromeDay

THANK YOU

- C22** Thank you to our amazing team for rocking your socks, and to every customer who joined in! #Celebrate321 #WorldDownSyndromeDay
- C23** What a week! We were proud to be one of [number] Canal Winchester businesses celebrating people with Down syndrome. See you next 3.21! #Celebrate321 #WorldDownSyndromeDay
#CanalWinchester
- C24** 3.21 is over, but belonging is every day. Thank you for helping build a community where everyone is welcome. #Celebrate321 #WorldDownSyndromeDay

WRITE YOUR OWN

Our caption _____

Don't forget: #Celebrate321 #WorldDownSyndromeDay

GREAT CAPTIONS...

- Start with a hook (a question or "Look at these socks!")
- Say why: celebrating people with Down syndrome
- Invite people to join in
- End with the two required hashtags

MAKE IT AWESOME

21 ideas to make your posts shine

The best posts show real people having fun. Pick a few that fit your team and your business.

- 1 The sock reveal**
Team pulls up pant legs one by one; fast cuts to music.
- 2 Guess whose socks**
Post a sock photo, followers guess the team member.
- 3 Sock bracket**
Head-to-head sock matchups in Stories; followers vote to a winner on 3/19.
- 4 Time-lapse window**
Film your window cling and display going up.
- 5 The 3-2-1 challenge**
3 exercises x 21 reps, 3 compliments in 21 seconds, or your own spin.
- 6 Sock of the day**
Feature one team member's socks every day of 3.21 Week.
- 7 Customer sock wall**
A wall or window where customers add a sock photo or drawing.
- 8 Boomerang toes**
A looping video of wiggling, mismatched feet.
- 9 Behind the counter**
Show your team making your 3.21 special.
- 10 Learn-one-thing Friday**
One team member shares a fact on camera.
- 11 Pup socks**
Pets in bandanas or socks (with owner OK)!
- 12 Before & after**
Boring work socks → 3.21 socks.
- 13 Neighbor collab**
A joint post with the business next door.
- 14 Go live**
A 5-minute live from your 3.21 Week setup.
- 15 Poll & quiz stickers**
“Why 3/21?” quiz with the right answer revealed.
- 16 Big feet circle**
Everyone points toes to the middle; shoot from above.
- 17 Sock giveaway**
Give fun socks to the first 21 customers. **[Check giveaway rules]**
- 18 Leadership moment**
Owner or CEO says why belonging matters (30 seconds).
- 19 Photo frame**
Put your team photo in the Social_Frame graphics.
- 20 Countdown sticker**
Add an Instagram countdown to March 19.
- 21 Tag 3**
Challenge 3 businesses, and cheer when they join!

Keep it about belonging. Fun is the point, but never at anyone's expense. Don't use a person with Down syndrome as a prop or “inspiration,” and only feature someone who has said yes and chosen how they're shown.

VIDEO

Three easy Reels (and TikToks)

Vertical, 15-30 seconds, filmed on a phone. Add on-screen text so it works with the sound off.

The Sock Reveal

15 SEC

0-3s	Text: "Why is our whole team wearing crazy socks?" Close-up of plain work shoes.
3-10s	Quick cuts: each person pulls up a pant leg to reveal fun socks.
10-15s	Big feet circle from above. Text: "It's World Down Syndrome Day! Different looks good here. #Celebrate321"

Audio: an upbeat trending sound **Caption:** C16

Why 3/21?

20 SEC

0-4s	Team member to camera: "Quick question: why is World Down Syndrome Day on 3/21?"
4-12s	Hold up 3 fingers, then a "21" sign: "People with Down syndrome have three copies of chromosome 21!"
12-20s	Pan down to socks: "So we rock our socks. Join us March 19!"

Audio: voice + light background music **Caption:** C4

Our 3.21 Special

20 SEC

0-5s	Text: "Meet the [special name]." Hands making it, socks visible.
5-15s	Close-ups of the finished item; a team member takes a bite or sip.
15-20s	Text: "Available March 15-21 for World Down Syndrome Day! #Celebrate321"

Audio: a fun trending sound **Caption:** C10

FILMING TIPS

- Film vertical, in good light
- Keep each shot 1-3 seconds
- Add captions (auto-captions in Reels, TikTok)
- Start with the best moment

PERMISSION CHECK

- ☐ Everyone on camera said yes
- ☐ No customers or kids without permission
- ☐ Anyone featured chose how they're shown

DOING IT WELL

Accessible & respectful posts

Posts about belonging should be ones everyone can enjoy, including people who use screen readers or watch with the sound off.

MAKE POSTS ACCESSIBLE

- **Add alt text** to every image (samples on the next pages)
- **Capitalize each word** in hashtags: #WorldDownSyndromeDay
- **Caption your videos**; add on-screen text
- Put hashtags at the **end** of the caption
- Use **1–2 emoji**, not a string of them
- Keep text on graphics short and high-contrast

WORDS THAT WORK

- “People with Down syndrome” (or ask what they prefer)
- “Has Down syndrome,” not “suffers from”
- “Celebrate” and “belong,” not “pity” or “brave”
- Adults are adults: not “kids” or “angels”
- Never the r-word

PHOTOS & PERMISSION

- Feet photos are easy and private
- Ask before posting any face
- Never post children without a parent’s OK
- Don’t tag people without asking
- If featuring a person with Down syndrome: they (and their family, if appropriate) said yes, and they tell their own story

COMMENTS

- Reply to kind comments; it boosts your post
- Hide or delete hurtful comments right away
- Don’t argue; you can reply: “Here, everyone belongs.”
- Questions you can’t answer? Point to Celebrate321.org

Giving posts: if part of a sale goes to Celebrate 3.21, say exactly how much, to whom, and when, using the Give Kit wording. Don’t say “a portion of proceeds” without a number.

WRITING ALT TEXT FOR YOUR OWN PHOTOS

Team feet photo

“Twelve pairs of feet in a circle, each wearing different bright, mismatched socks.”

Window display

“Our front window with a yellow Celebrate 3.21 sign and blue and yellow paper socks.”

3.21 Special

“A blue and yellow frosted cupcake with sock-shaped sprinkles on our counter.”

Describe what someone would see, in one or two sentences. No need to start with “image of.”

THE FILES

Graphics & alt text (1 of 2)

All graphics are PNG files in the Social folder. Copy the alt text into the “alt text” or “accessibility” field when you post.



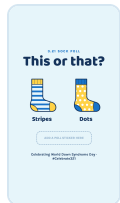
Social_Countdown_3.png
Countdown · 3 graphics (–3, –2, –1)

Alt text: Bright socks around a big number counting down to Rock Your Socks Day for World Down Syndrome Day, with the Celebrate 3.21 logo.



Social_Carousel_Facts_1.png
Fact carousel · 5 slides (–1 to –5), 1080x1350

Alt text: Slide from a 5-part carousel of facts about Down syndrome, with colorful socks and the Celebrate 3.21 logo.



Social_Story_This_Or_That.png
Story · “This or that?” poll

Alt text: Poll graphic asking “This or that?” with a striped sock and a polka-dot sock.



Social_Square_Tag_3_Businesses.png
Square · Tag 3 businesses challenge

Alt text: “We’re in! Now we tag 3.” challenge graphic with the numbers 3, 2, 1.



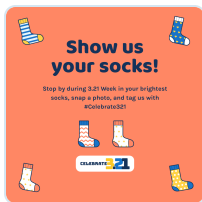
Social_Square_Happy_WSD.png
Square · Happy World Down Syndrome Day (March 21)

Alt text: “Happy World Down Syndrome Day!” on yellow with colorful socks in each corner.



Social_Square_Our_Special.png
Square · “Our 3.21 Special” template (add your photo)

Alt text: “Our 3.21 Special” graphic with a photo of [describe your item].



Social_Square_Show_Your_Socks.png
Square · Invite customers: “Show us your socks!”

Alt text: “Show us your socks!” invitation with colorful socks.



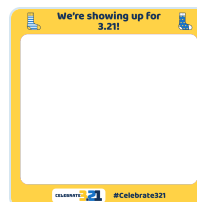
Social_LinkedIn_Post.png
LinkedIn / Facebook link image (1200x627)

Alt text: “Everyone belongs in our workplace” with colorful socks and the Celebrate 3.21 logo.



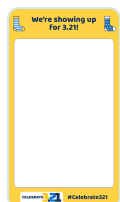
Social_Facebook_Cover.png
Facebook cover (1640x624)

Alt text: Banner reading “We’re showing up for 3.21!” with four colorful socks.



Social_Frame_Square.png
Photo frame · square (transparent center)

Alt text: Our team [describe photo] in a yellow “We’re showing up for 3.21!” frame.



Social_Frame_Story.png
Photo frame · story (transparent center)

Alt text: Our team [describe photo] in a yellow “We’re showing up for 3.21!” frame.

THE FILES

Graphics & alt text (2 of 2)

These graphics are also in the Share Kit. The two photo frames on the previous page have a see-through center for your team photo.



Share_Square_Were_Showing_Up.png
Square · “We’re showing up for 3.21!”
 Alt text: Celebrate 3.21 graphic with colorful mismatched socks for World Down Syndrome Day.



Share_Square_Why_321.png
Square · “Why 3/21?”
 Alt text: Celebrate 3.21 graphic with colorful mismatched socks for World Down Syndrome Day.



Share_Square_Rock_Your_Socks.png
Square · Rock Your Socks Friday
 Alt text: Celebrate 3.21 graphic with colorful mismatched socks for World Down Syndrome Day.



Share_Square_Thank_You.png
Square · Thank you
 Alt text: Celebrate 3.21 graphic with colorful mismatched socks for World Down Syndrome Day.



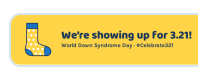
Share_Story_Save_The_Date.png
Story · Save the date
 Alt text: Celebrate 3.21 graphic with colorful mismatched socks for World Down Syndrome Day.



Share_Story_Ask_Why.png
Story · “Ask us why”
 Alt text: Celebrate 3.21 graphic with colorful mismatched socks for World Down Syndrome Day.



Share_Website_Banner.png
Website banner
 Alt text: Celebrate 3.21 graphic with colorful mismatched socks for World Down Syndrome Day.



Share_Email_Signature.png
Email signature
 Alt text: Celebrate 3.21 graphic with colorful mismatched socks for World Down Syndrome Day.

ADD YOUR LOGO

Open any graphic in Canva, add your logo in a corner, and save. Please don't change the Celebrate 3.21 logo or colors.

USING THE PHOTO FRAMES

- 1 Open Canva**
Make a design the same size as the frame.
- 2 Add your photo**
Then place the frame PNG on top.
- 3 Download & post**
Save as PNG or JPG.

AFTER YOU POST

We'll reshare as many posts as we can and include you in the campaign recap.

OUR POSTING TRACKER

[illegible]

SEND US

- ☐ Your favorite 2-3 photos
- ☐ Links to your posts
- ☐ A quote about your week
- ☐ Email: [email]

OUR CHECKLIST

- ☐ Required hashtags on every post
- ☐ Tagged @Celebrate321
- ☐ Alt text added
- ☐ Permission for every face

QUESTIONS?

Contact [Name] · [phone] · [email]
or visit Celebrate321.org.