

2017-2018 Social Media Plan

Access to Healthcare (AH)

- March 2017

- **Date:** Wednesday, March 1, 2017
Post To: Facebook
Focus: Add events + reminders or schedule a share from national entities
How-To: [Visit How-To Page Here](#)
- **Date:** Few days before event/announcement
Post To: Facebook
Focus: Event Promotion
Content: Join us for _____ event this week. #accesstohealthcare #WCWIOKorg
- **Date:** March 15, 2017
Post To: Facebook
Focus: National Poison Prevention Week
Content: National Poison Prevention Week is coming up on March 19-25, 2017. Visit AAPCC.org/Prevention/NPPW for more information. #accesstohealthcare
- **Date:** March 20, 2017
Post To: Facebook
Focus: Native American HIV Day
Content: This day is an opportunity for Native people across the United States to learn about HIV/AIDS, encourage HIV counseling and testing in Native communities, and help decrease the stigma associated with HIV/AIDS.
#accesstohealthcare
- **Date:** March 24, 2017
Post To: Facebook
Focus: American Diabetes Alert Day
Content: Hey You! Yeah, you. Take the type 3 diabetes risk test. Today is #AmericanDiabetesAssociationAlertDay. This day is a one-day “wake-up call” to inform the American public about the seriousness of diabetes and encourages all to take the diabetes risk test and learn about your family’s history of diabetes.
#accesstohealthcare

- April 2017

- **Date:** Monday, April 3, 2017
Post To: Facebook
Focus: Add events + reminders or schedule a share from national entities
How-To: [Visit How-To Page Here](#)
- **Date:** April 4, 2017
Post To: Facebook
Focus: Sexual Assault Awareness Month
Content: April is Sexual Assault Awareness Month! Find out how you can get involved at <http://bit.ly/2kC5gIR> #SAAM #accesstohealthcare #WCWIOKorg

(More content here: http://www.nsvrc.org/sites/default/files/social_media_toolkit.txt)

- **Date:** April 5, 2017
Post To: Facebook
Focus: Oral Cancer Awareness Week
Content: Schedule your appointment today to be screened for oral cancer this week! Your health matters. Visit <http://headandneck.org/get-involved/ohancaw/national-map> to find a free screening site near you. #accesstohealthcare #WCWIOKorg
- **Date:** Thursday, April 20, 2017
Post To: Facebook
Focus: Prevention Awareness
Content: Talk to your teen. In 2013, 10,076 people were killed in alcohol-impaired driving crashes; an average of one alcohol-impaired-driving fatality occurred every 52 minutes. (NHTSA 2014) #speakup #accesstohealthcare

- May 2017

- **Date:** Monday, May 1, 2017
Post To: Facebook
Focus: Add events + reminders or schedule a share from national entities
How-To: [Visit How-To Page Here](#)
- **Date:** Few days before event/announcement
Post To: Facebook
Focus: Event Promotion
Content: Join us for ____ event this week. #accesstohealthcare #WCWIOKorg

- **Date:** May 11, 2017
Post To: Facebook
Focus: National Alcohol and Birth Defects Week
Content: Alcohol, Drugs and Childbirth do not go together. Yet, in the U.S., 20% (about 1 million) of pregnant women smoke cigarettes; another 18% (about 750,000) drink alcohol during pregnancy; and another 6% (225,000) use an illicit drug at least once while carrying a child to term. #accesstohealthcare #WCWIOKorg
- **Date:** May 22, 2017
Post To: Facebook
Focus: Stroke Awareness
Content: It's #StrokeAwarenessMonth. Learn the risk factors, symptoms, and preventative measures. #accesstohealthcare #WCWIOKorg
- **Date:** May 31, 2017
Post To: Facebook
Focus: World No-Tobacco Day
Content: Tobacco control can break the cycle of poverty, contribute to ending hunger, promote sustainable agriculture and economic growth, and combat climate change. #accesstohealthcare #WCWIOKorg
- June 2017
 - **Date:** Thursday, June 1, 2017
Post To: Facebook
Focus: Add events + reminders or schedule a share from national entities
How-To: [Visit How-To Page Here](#)
 - **Date:** June 4, 2017
Post To: Facebook
Focus: National Cancer Survivor's Day
Content: Today, let's celebrate! It's National Cancer Survivors Day is a celebration for those who have survived, an inspiration for those recently diagnosed, a gather of support for families, and an outreach to the community. #accesstohealthcare #washingtoncountyOK #letscelebrateandunite
 - **Date:** June 15, 2017
Post To: Facebook
Focus: Men's Health Awareness
Content: It's Men's Health Month! Work to understand the preventable health

problems and understand early detection and treatment of disease among men and boys. #accesstohealthcare #WCWIOKorg

- July 2017

- **Date:** Monday, July 3, 2017
Post To: Facebook
Focus: Add events + reminders or schedule a share from national entities
How-To: [Visit How-To Page Here](#)
- **Date:** Few days before event/announcement
Post To: Facebook
Focus: Event Promotion
Content: Join us for ____ event this week. #accesstohealthcare #WCWIOKorg
- **Date:** July 4, 2017
Post To: Facebook
Focus: UV Safety Month
Content: It's UV Safety Month! Don't forget to protect your skin while the the sun this summer. #accesstohealthcare #WCWIOKorg

- August 2017

- **Date:** Tuesday, August 1, 2017
Post To: Facebook
Focus: Add events + reminders or schedule a share from national entities (Day of Hope)
How-To: [Visit How-To Page Here](#)
- **Date:** Few days before event/announcement
Post To: Facebook
Focus: Event Promotion
Content: Join us for ____ event this week. #accesstohealthcare #WCWIOKorg
- **Date:** August 4, 2017
Post To: Facebook
Focus: Children's Eye Health and Safety Month
Content: As children go back to school, be sure to get their eyes checked! Don't let poor sight hinder your child's ability to learn. #nostrainedeyes #accesstohealthcare
- **Date:** August 15, 2017
Post To: Facebook

Focus: National Immunization Awareness Month

Content: Parents can do a number of things to ensure a healthy future for their child. #accesstohealthcare

- September 2017

- **Date:** Tuesday, September 5, 2017

Post To: Facebook

Focus: Add events + reminders or schedule a share from national entities

How-To: [Visit How-To Page Here](#)

- **Date:** Friday, September 8, 2017

Post To: Facebook

Focus: United Way Day of Caring

Content: Involvement in the Day of Caring helps develop teamwork and build morale among employees while they give back to the community. Contact us to get involved. #accesstohealthcare

- **Date:** September 7, 2017

Post To: Facebook

Focus: Suicide Prevention Week

Content: Suicide prevention is everyone's business and anyone can participate in National Suicide Prevention Week. #suicideprevention

- **Date:** September 18, 2017

Post To: Facebook

Focus: Fruit and Veggies - More Matters Month

Content: With fruits and veggies always remember to add one more, try something new, educate yourself, teach your kids, and try a new recipe. #accesstohealthcare

- **Date:** September 26, 2017

Post To: Facebook

Focus: National Recovery Month

Content: Every September is Recovery Month. Increase YOUR awareness and understanding of mental and substance use disorders and celebrate the people who recover. #accesstohealthcare

- October 2017

- **Date:** Monday, October 2, 2017

Post To: Facebook

Focus: Add events + reminders or schedule a share from national entities

How-To: [Visit How-To Page Here](#)

- **Date:** Few days before event/announcement

Post To: Facebook

Focus: Library Display Announcement

Content: Post a photo of the setup #accesstohealthcare #WCWIOKorg

- **Date:** October 7, 2017

Post To: Facebook

Focus: Mental Illness Awareness

Content: Each year millions of Americans face the reality of living with a mental health condition. Let's be a shining light on mental illness and replace stigma with hope. #accesstohealthcare #mentalillness

- **Date:** October 14, 2017

Post To: Facebook

Focus: Domestic Violence Awareness Month

Content: Domestic violence thrives when we are silent, but if we take a stand and work together, we can end domestic violence. #accesstohealthcare #domesticviolence

- November 2017

- **Date:** Wednesday, November 1, 2017

Post To: Facebook

Focus: Add events + reminders or schedule a share from national entities

How-To: [Visit How-To Page Here](#)

- **Date:** Few days before event/announcement

Post To: Facebook

Focus: Event Promotion

Content: Join us for ____ event this week. #accesstohealthcare #WCWIOKorg

- **Date:** November 9, 2017

Post To: Facebook

Focus: COPD Awareness

Content: COPD is the third leading cause of death in the U.S.... yet most don't even know what it is. Have trouble breathing? You could be at risk. Take the #GoOrange Challenge and learn more about COPD: copdf.co/Go-Orange #accesstohealthcare

- **Date:** November 18, 2017
Post To: Facebook
Focus: Great American Smokeout
Content: Encourage someone you know to use the date to make a plan to quit, or plan in advance and then quit smoking that day. By quitting – even for 1 day – smokers will be taking an important step toward a healthier life and reducing their cancer risk. #accesstohealthcare #gaso
- December 2017
 - **Date:** Friday, December 1, 2017
Post To: Facebook
Focus: Add events + reminders or schedule a share from national entities
How-To: [Visit How-To Page Here](#)
 - **Date:** December 5, 2017
Post To: Facebook
Focus: Safe Toys and Gifts Month
Content: Hospital emergency rooms treated an estimated 251,700 toy-related injuries in 2010 throughout the United States. 72% were to people less than 15 years of age. #safetoysandgifts #accesstohealthcare #WCWIOKorg
 - **Date:** Thursday, December 14, 2017
Post To: Facebook
Focus: Donation/Support
Content: Consider giving support towards this cause. Visit WCWIOK.org/
HowToHelp #accesstohealthcare #WCWIOKorg
- January 2018
 - **Date:** Tuesday, January 2, 2017
Post To: Facebook
Focus: Add events + reminders or schedule a share from national entities
How-To: [Visit How-To Page Here](#)
 - **Date:** January 10, 2017
Post To: Facebook
Focus: Obesity Awareness
Content: Today, two-thirds of U.S. adults and nearly one in three children struggle because they are overweight or have obesity. #accesstohealthcare #WCWIOKorg

- **Date:** January 20, 2017
Post To: Facebook
Focus: Obesity Awareness
Content: Attention parents: If you'd like to see your kids do better in school, have them close their books, set down their pencils and go outside to play.
#accesstohealthcare
- February 2018
 - **Date:** Thursday, February 1, 2017
Post To: Facebook
Focus: Add events + reminders or schedule a share from national entities
How-To: [Visit How-To Page Here](#)
 - **Date:** February 3, 2017
Post To: Facebook
Focus: Wear Red Day
Content: In 2003, the American Heart Association and the National Heart, Lung and Blood Institute took action against a disease that was claiming the lives of nearly 500,000 American women each year. Wear red today! #accesstohealthcare #gored
 - **Date:** February 6, 2017
Post To: Facebook
Focus: Helping Children Through Give Kids A Smile
Source Link: <http://www.adafoundation.org/en/give-kids-a-smile/gkas-promotional-resources#socialmedia>
Content: Today, Give Kids A Smile is the ADA Foundation's signature access to care program, with events taking place throughout the year. Be sure to catch our local events here on the Access to Healthcare Facebook Page.
#accesstohealthcare #WCWIOKorg