

2017-2018 Social Media Plan

Casa Hispana

For these posts it's more of an idea of what to post since all of the posts should be written in spanish.

- March 2017

- **Date:** Wednesday, March 1, 2017
Post To: Facebook
Focus: Add events + reminders or schedule
How-To: [Visit How-To Page Here](#)
- **Date:** Tuesday, April 11, 2017
Post To: Facebook
Focus: Story of Community Success
Content: *Post a community success story (in Spanish) for this group helping the community. Use the hashtag: #CasaHispana*
- **Date:** Thursday, April 20, 2017
Post To: Facebook
Focus: New Branding
Content: *Push the information for the new brand change. #bartlesville #CasaHispana*

- April 2017

- **Date:** Monday, April 3, 2017
Post To: Facebook
Focus: Add events + reminders or schedule
How-To: [Visit How-To Page Here](#)
- **Date:** Tuesday, April 11, 2017
Post To: Facebook
Focus: Story of Community Success
Content: *Post a community success story (in Spanish) for this group helping the community. Use the hashtag: #CasaHispana*
- **Date:** Thursday, April 20, 2017
Post To: Facebook
Focus: Tamale Sales

Content: *Push out the location prior to a lunch rush and dinner rush! #bartlesville #CasaHispana*

- May 2017

- **Date:** Monday, May 1, 2017
Post To: Facebook
Focus: Add events + reminders or schedule
How-To: [Visit How-To Page Here](#)
- **Date:** Tuesday, May 9, 2017
Post To: Facebook
Focus: Story of Community Success
Content: *Post a community success story (in Spanish) for this group helping the community. Use the hashtag: #CasaHispana*
- **Date:** May 18, 2017
Post To: Facebook
Focus: CASA Hispana Thrift Store
Content: Casa Hispana –Hispanic Outreach Center Friday Thrift Shop will be open every Friday, 8am-2pm, at 5th and Delaware. Donations are accepted every Friday from 9am-1pm at the shop. For other drop off or pick up days, call 918-907-1584 to make an appointment. #CasaHispana

- June 2017

- **Date:** Thursday, June 1, 2017
Post To: Facebook
Focus: Add events + reminders or schedule
How-To: [Visit How-To Page Here](#)
- **Date:** Tuesday, June 6, 2017
Post To: Facebook
Focus: Story of Community Success
Content: *Post a community success story (in Spanish) for this group helping the community. Use the hashtag: #CasaHispana*
- **Date:** Thursday, June 22, 2017
Post To: Facebook
Focus: Goal
Content: Casa Hispana's mission is to positively integrate Hispanics by networking

information, capabilities and services. #bartlesville #CasaHispana

- July 2017

- **Date:** Monday, July 3, 2017
Post To: Facebook
Focus: Add events + reminders or schedule
How-To: [Visit How-To Page Here](#)
- **Date:** Tuesday, July 11, 2017
Post To: Facebook
Focus: Story of Community Success
Content: *Post a community success story (in Spanish) for this group helping the community. Use the hashtag: #CasaHispana*
- **Date:** Thursday, July 20, 2017
Post To: Facebook
Focus: Volunteer Opportunities
Content: Did you know? There are lots of needs for #CasaHispana and we need you. Need help or if you'd like to volunteer? Contact us!

- August 2017

- **Date:** Tuesday, August 1, 2017
Post To: Facebook
Focus: Add events + reminders or schedule
How-To: [Visit How-To Page Here](#)
- **Date:** Wednesday, August 2, 2017
Post To: Facebook
Focus: Story of Community Success
Content: *Post a community success story (in Spanish) for this group helping the community. Use the hashtag: #CasaHispana*
- **Date:** Tuesday, August 15, 2017
Post To: Facebook
Focus: About WCAHC
Content: Focus: CASA Hispana Thrift Store
Content: Casa Hispana –Hispanic Outreach Center Friday Thrift Shop will be open every Friday, 8am-2pm, at 5th and Delaware. Donations are accepted every Friday

from 9am-1pm at the shop. For other drop off or pick up days, call 918-907-1584 to make an appointment. #CasaHispana

- September 2017

- **Date:** Tuesday, September 5, 2017
Post To: Facebook
Focus: Add events + reminders or schedule
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. #CasaHispana
- **Date:** Tuesday, September 12, 2017
Post To: Facebook
Focus: Story of Community Success
Content: *Post a community success story (in Spanish) for this group helping the community. Use the hashtag: #CasaHispana*

- October 2017

- **Date:** Monday, October 2, 2017
Post To: Facebook
Focus: Add events + reminders or schedule
How-To: [Visit How-To Page Here](#)
- **Date:** Tuesday, October 10, 2017
Post To: Facebook
Focus: Story of Community Success
Content: *Post a community success story (in Spanish) for this group helping the community. Use the hashtag: #CasaHispana.*
- **Date:** Thursday, October 26, 2017
Post To: Facebook
Focus: CASA Hispana Thrift Store
Content: Casa Hispana –Hispanic Outreach Center Friday Thrift Shop will be open every Friday, 8am-2pm, at 5th and Delaware. Donations are accepted every Friday

from 9am-1pm at the shop. For other drop off or pick up days, call 918-907-1584 to make an appointment. #CasaHispana

- November 2017

- **Date:** Wednesday, November 1, 2017
Post To: Facebook
Focus: Add events + reminders or schedule
How-To: [Visit How-To Page Here](#)
- **Date:** Tuesday, November 7, 2017
Post To: Facebook
Focus: Story of Community Success
Content: *Post a community success story (in Spanish) for this group helping the community. Use the hashtag: #CasaHispana*
- **Date:** Depending on date of event, post SEVERAL TIMES!
Post To: Facebook
Focus: Noche de Fiesta
Content: *Post setup photos on day of the event, post last years photos for the posts on days prior to the event. Use the hashtag on social media AND on marketing materials. #CasaHispana*

- December 2017

- **Date:** Friday, December 1, 2017
Post To: Facebook
Focus: Add events + reminders or schedule
How-To: [Visit How-To Page Here](#)
- **Date:** Tuesday, December 5, 2017
Post To: Facebook
Focus: Story of Community Success
Content: *Post a community success story (in Spanish) for this group helping the community. Use the hashtag: #CasaHispana*
- **Date:** Thursday, December 14, 2017
Post To: Facebook
Focus: Holiday Market Fundraiser
Content: *Post a simple photo of the a few SINGLE products up close with the hashtag #CasaHispana and where/when they can visit the holiday market.*

- January 2018

- **Date:** Tuesday, January 2, 2018
Post To: Facebook
Focus: Add events + reminders or schedule
How-To: [Visit How-To Page Here](#)
- **Date:** Thursday, January 11, 2018
Post To: Facebook
Focus: Story of Community Success
Content: *Post a community success story (in Spanish) for this group helping the community. Use the hashtag: #CasaHispana*
- **Date:** Thursday, January 25, 2018
Post To: Facebook
Focus: CASA Hispana Thrift Store
Content: Casa Hispana –Hispanic Outreach Center Friday Thrift Shop will be open every Friday, 8am-2pm, at 5th and Delaware. Donations are accepted every Friday from 9am-1pm at the shop. For other drop off or pick up days, call 918-907-1584 to make an appointment. #CasaHispana

- February 2018

- **Date:** Thursday, February 1, 2018
Post To: Facebook
Focus: Add events + reminders or schedule
How-To: [Visit How-To Page Here](#)
- **Date:** Tuesday, February 6, 2018
Post To: Facebook
Focus: Story of Community Success
Content: *Post a community success story (in Spanish) for this group helping the community. Use the hashtag: #CasaHispana*
- **Date:** Thursday, February 22, 2018
Post To: Facebook
Focus: CASA Hispana Thrift Store
Content: Casa Hispana –Hispanic Outreach Center Friday Thrift Shop will be open every Friday, 8am-2pm, at 5th and Delaware. Donations are accepted every Friday from 9am-1pm at the shop. For other drop off or pick up days, call 918-907-1584 to make an appointment. #CasaHispana