

2017-2018 Social Media Plan

Project Prom

- 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, March 7, 2017
Content: It's that time of year again! Spring cleaning. If you are no longer in need of any tuxedos, dresses, shoes, or jewelry... Let us know! #ProjectProm
- **Date:** March 14, 2017
Post To: Facebook
Focus: Branding change
How-To: Check out our new logo from our parent team, Washington County Wellness Initiative. If you see it anywhere post it here and let us know! #WCWIOKorg #ProjectProm
- **Date:** March 9, 2017
Post To: Facebook
Focus: Spring Break
How-To: Time to start thinking about prom planning! Need some assistance, let us know. Project Prom is a community organization that wants to help you have a great prom. #ProjectProm (*attach student flyer*)

- April 2017

- **Date:** Monday, April 3, 2017
Post To: Facebook
Focus: Add events + reminders or schedule
How-To: [Visit How-To Page Here](#)
- **Date:** April 14, 2017
Post To: Facebook
Focus: No School Day
Content: Have a great day three-day weekend! Remember to be safe and make great choices. #beapositiveinfluence #ProjectProm

- **Date:** Thursday, April 20, 2017
Post To: Facebook
Focus: Positive Influence Committee
Content: Make good choices, be a positive influence. Like Positive Influence's Facebook by going here: https://www.facebook.com/wcadn/?hc_ref=SEARCH&fref=nf #bartlesville #ProjectProm
- 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: Thank Community Volunteers
Content: We want to thank our community businesses and organizations for supporting Project Prom this year! Assist us by going to like the following business pages and using their services: Indulge Salon (<https://www.facebook.com/indulge918/>), Archer Cleaners, Fabric Notions (<https://www.facebook.com/fabricnotions/>), and East Bartlesville Christian Church (<https://www.facebook.com/eastbartlesvillecc>) #ProjectProm
 - **Date:** May 18, 2017
Post To: Facebook
Focus: Brand Awareness
Content: The vision for Project Prom is to provide the prom experience for low-income youth. The project provides girls and boys the experience of prom.
#ProjectProm
- 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: Brand Awareness

Content: For the girls, Project Prom provides the whole day, the hair, the make-up, and a little pampering. The girls receive prom dresses and the boys receive tuxedos. The prom experience allows youth to become a part of the experience, become more confident, and raises their self-esteem. #ProjectProm

- **Date:** Thursday, June 22, 2017

Post To: Facebook

Focus: WCWI Awareness

Content: Be sure to like our parent organization, Washington County Wellness Initiative, here on facebook: <https://www.facebook.com/wcwiok/> #bartlesville #ProjectProm

- 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 Quote

Content: *Post a short/simple quote from a student (there's no need to note the name of the student) and use the hashtag #ProjectProm*

- **Date:** Thursday, July 20, 2017

Post To: Facebook

Focus: Volunteer Opportunities

Content: Did you know? There are lots of needs for #ProjectProm 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 Quote

Content: *Post a short/simple quote from a student (there's no need to note the name of the student) and use the hashtag #ProjectProm*

- **Date:** Tuesday, August 15, 2017

Post To: Facebook

Focus: Brand Awareness

Content: For the girls, Project Prom provides the whole day, the hair, the make-up, and a little pampering. The girls receive prom dresses and the boys receive tuxedos. The prom experience allows youth to become a part of the experience, become more confident, and raises their self-esteem. Contact us if you would like assistance for the coming year! #ProjectProm

- 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. #ProjectProm

- **Date:** Tuesday, September 12, 2017

Post To: Facebook

Focus: Story Quote

Content: *Post a short/simple quote from a student (there's no need to note the name of the student) and use the hashtag #ProjectProm*

- **Date:** Thursday, September 21, 2017

Post To: Facebook

Focus: Brand Awareness

Content: We are here for the teens in our community! If you see our logo around town, don't forget to donate your gently used formal wear including shoes, jewelry and hair/makeup services. #ProjectProm

- 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 Quote
Content: *Post a short/simple quote from a student (there's no need to note the name of the student) and use the hashtag #ProjectProm*
- **Date:** Thursday, October 20, 2017
Post To: Facebook
Focus: Dress Ideas and Planning
Content: *Pull image from pinterest or online for upcoming seasonal trends. #ProjectProm*
- **Date:** Thursday, October 26, 2017
Post To: Facebook
Focus: Annual Flyer Posting
Content: *Post the image of the annual flyer.... #ProjectProm*

- 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 Quote
Content: *Post a short/simple quote from a student (there's no need to note the name of the student) and use the hashtag #ProjectProm*
- **Date:** Saturday, November 18, 2017
Post To: Facebook
Focus: Students
Content: *Students! Enjoy your upcoming break from school. Spend some time with your family and friends. #bartlesville #ProjectProm*

- 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 Quote
Content: *Post a short/simple quote from a student (there's no need to note the name of the student) and use the hashtag #ProjectProm*
- **Date:** Thursday, December 14, 2017
Post To: Facebook
Focus: Donors
Content: During this holiday season, let us know if you would like sponsor a students prom memories this Spring season. Contact us through this Facebook page if you are interested. #giveback #ProjectProm

- 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 Quote
Content: *Post a short/simple quote from a student (there's no need to note the name of the student) and use the hashtag #ProjectProm*
- **Date:** Thursday, January 25, 2018
Post To: Facebook
Focus: Mission statement
Content: Our primary goal is to help low-income youth create magical prom memories! #ProjectProm

- 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 Quote
Content: *Post a short/simple quote from a student (there's no need to note the name of the student) and use the hashtag #ProjectProm*
- **Date:** Thursday, February 22, 2018
Post To: Facebook
Focus: Share stories of the success.
Content: *Post a story as an effort to get students to reach out (SHORT/SIMPLE). #ProjectProm*