

## 2017-2018 Social Media Plan

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### Washington County Affordable Housing Coalition (WCAHC)

#### - 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:** Tuesday, March 7, 2017  
**Post To:** Facebook  
**Focus:** Progress Reports of Housing Projects  
**Content:** *Post photos with a short line of details then use the hashtag: #WCAHC*
- **Date:** Tuesday, March 28, 2017  
**Post To:** Facebook  
**Focus:** National Entity  
**Content:** NeighborWorks America creates opportunities for people to live in affordable homes, improve their lives, and strengthen their communities. Learn more by visiting [NeighborWorksAmerica.org](http://NeighborWorksAmerica.org). #WCAHC

#### - 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:** Tuesday, April 11, 2017  
**Post To:** Facebook  
**Focus:** Progress Reports of Housing Projects  
**Content:** *Post photos with a short line of details then use the hashtag: #WCAHC*
- **Date:** Thursday, April 20, 2017  
**Post To:** Facebook  
**Focus:** Fair Housing Month  
**Content:** Fundamentally, fair housing means that every person can live free. This means that our communities are open and welcoming, free from housing discrimination and hostility. Visit [HUD.gov](http://HUD.gov). #bartlesville #WCAHC

- 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:** Tuesday, May 9, 2017  
**Post To:** Facebook  
**Focus:** Progress Reports of Housing Projects  
**Content:** *Post photos with a short line of details then use the hashtag: #WCAHC*
- **Date:** Thursday, May 25, 2017  
**Post To:** Facebook  
**Focus:** Mission/Purpose  
**Content:** The Affordable Housing Coalition assesses housing gaps and barriers, and maintains a housing advocacy group designed to pull community partners together to increase and preserve the supply of decent, affordable, accessible housing for low- and moderate-income households in Washington County.  
#WCAHC

- 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:** Tuesday, June 6, 2017  
**Post To:** Facebook  
**Focus:** Progress Reports of Housing Projects  
**Content:** *Post photos with a short line of details then use the hashtag: #WCAHC*
- **Date:** Thursday, June 22, 2017  
**Post To:** Facebook  
**Focus:** National Entity Awareness  
**Content:** The National Low Income Housing Coalition is dedicated solely to achieving socially just public policy that assures people with the lowest incomes in the United States have affordable and decent homes. Visit [NLLIHC.org](http://NLLIHC.org) for more information. #bartlesville #WCAHC

- 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:** Tuesday, July 11, 2017  
**Post To:** Facebook  
**Focus:** Progress Reports of Housing Projects  
**Content:** *Post photos with a short line of details then use the hashtag: #WCAHC*
- **Date:** Thursday, July 20, 2017  
**Post To:** Facebook  
**Focus:** Volunteer Opportunities  
**Content:** Did you know? There are lots of resources for #WCAHC and how we fill the needs of our community. 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 a share from national entities  
**How-To:** [Visit How-To Page Here](#)
- **Date:** Wednesday, August 2, 2017  
**Post To:** Facebook  
**Focus:** Progress Reports of Housing Projects  
**Content:** *Post photos with a short line of details then use the hashtag: #WCAHC*
- **Date:** Tuesday, August 15, 2017  
**Post To:** Facebook  
**Focus:** About WCAHC  
**Content:** The Housing Resource Center is a one-stop-shop to help people with their housing needs and direct them to housing resources. Visit us at 822 S Johnstone Ave, Bartlesville, OK 74003 #WCAHC

- 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. #WCAHC
- **Date:** Tuesday, September 12, 2017  
**Post To:** Facebook  
**Focus:** Progress Reports of Housing Projects  
**Content:** *Post photos with a short line of details then use the hashtag: #WCAHC*
- **Date:** Thursday, September 21, 2017  
**Post To:** Facebook  
**Focus:** Renter education programs  
**Content:** The renter education program is a 9- to 12-hour course designed to help renters communicate with landlords, create a personalized plan for stable housing, plan a workable household budget that makes paying rent a priority, review rental agreements to understand common terms and expectations, and learn how to take care of a home and how to move-in and move out the right way. #WCAHC
- 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:** Tuesday, October 10, 2017  
**Post To:** Facebook  
**Focus:** Progress Reports of Housing Projects  
**Content:** *Post photos with a short line of details then use the hashtag: #WCAHC.*
  - **Date:** Thursday, October 26, 2017  
**Post To:** Facebook  
**Focus:** Housing Rehabilitation  
**Content:** The housing rehabilitation program was established to assist low to moderate income families with maintaining their homes in a safe, healthy condition

that encourages pride of ownership in Bartlesville and surrounding communities.

The program is designed for residents who intend to stay in their homes and is not a remodel program for resale. #WCAHC

- 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:** Tuesday, November 7, 2017  
**Post To:** Facebook  
**Focus:** Progress Reports of Housing Projects  
**Content:** *Post photos with a short line of details then use the hashtag: #WCAHC*
- **Date:** Saturday, November 18, 2017  
**Post To:** Facebook  
**Focus:** Code Violations  
**Content:** Please be aware of the seven most common code violations remodelers make. One is working without a permit or not testing older materials for asbestos and lead, or botched electrical work. Learn more by contacting us! #WCAHC

- 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:** Tuesday, December 5, 2017  
**Post To:** Facebook  
**Focus:** Progress Reports of Housing Projects  
**Content:** *Post photos with a short line of details then use the hashtag: #WCAHC*
- **Date:** Thursday, December 14, 2017  
**Post To:** Facebook  
**Focus:** Partnership Development  
**Content:** The WCAHC aims to accomplish this by forging strategic partnerships and actively supporting policies and initiatives that promote affordable housing.  
#WCAHC

- January 2018

- **Date:** Tuesday, January 2, 2018  
**Post To:** Facebook  
**Focus:** Add events + reminders or schedule a share from national entities  
**How-To:** [Visit How-To Page Here](#)
- **Date:** Thursday, January 11, 2018  
**Post To:** Facebook  
**Focus:** Progress Reports of Housing Projects  
**Content:** *Post photos with a short line of details then use the hashtag: #WCAHC*
- **Date:** Thursday, January 25, 2018  
**Post To:** Facebook  
**Focus:** Share stories of the success.  
**Content:** *Post a story from the previous year. #WCAHC*

- February 2018

- **Date:** Thursday, February 1, 2018  
**Post To:** Facebook  
**Focus:** Add events + reminders or schedule a share from national entities  
**How-To:** [Visit How-To Page Here](#)
- **Date:** Tuesday, February 6, 2018  
**Post To:** Facebook  
**Focus:** Progress Reports of Housing Projects  
**Content:** *Post photos with a short line of details then use the hashtag: #WCAHC*
- **Date:** Thursday, February 22, 2018  
**Post To:** Facebook  
**Focus:** Share stories of the success.  
**Content:** *Post a story from the previous year. #WCAHC*