

## 2017-2018 Social Media Plan

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### Washington County Transportation Coalition (WCTC)

#### - 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:** *Push Crowdrise funding.*

#### - 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:** Transportation Quote  
**Content:** *Post a solution that this transportation option is fulfilling for someone. KEEP IT SIMPLE/SHORT. Use the hashtag #QuarterBus*
- **Date:** Thursday, April 20, 2017  
**Post To:** Facebook  
**Focus:** New Branding  
**Content:** *Push the information for the new brand change. If there is information for the Phillips' sponsorship. #bartlesville #QuarterBus*

#### - 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:** Transportation Quote

**Content:** *Post a solution that this transportation option is fulfilling for someone. KEEP IT SIMPLE/SHORT. Use the hashtag #QuarterBus*

- **Date:** May 18, 2017

**Post To:** Facebook

**Focus:** National Transportation Day

**Content:** A sound transportation system is about opportunity; it allows businesses to safely move their goods to market, and it helps us get where you need to go. Celebrate National Transportation Day with us by learning about the local #QuarterBus !

- 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:** Transportation Quote

**Content:** *Post a solution that this transportation option is fulfilling for someone. KEEP IT SIMPLE/SHORT. Use the hashtag #QuarterBus*

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

**Post To:** Facebook

**Focus:** Goal

**Content:** Our primary goal is to secure funding in order to sustain the pilot project and expand the routes for the flexible, fixed-route bus service. #bartlesville #QuarterBus

- 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:** Transportation Quote

**Content:** *Post a solution that this transportation option is fulfilling for someone. KEEP IT SIMPLE/SHORT. Use the hashtag #QuarterBus*

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

**Post To:** Facebook

**Focus:** Volunteer Opportunities

**Content:** Did you know? There are lots of needs for #QuarterBus 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:** Transportation Quote

**Content:** *Post a solution that this transportation option is fulfilling for someone. KEEP IT SIMPLE/SHORT. Use the hashtag #QuarterBus*

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

**Post To:** Facebook

**Focus:** About WCAHC

**Content:** The Bartlesville Quarter Bus Circuit is a flexible fixed-route system that hopes to address the unmet transportation needs of Washington County in order to improve economic development and enhance quality of life. Contact us for route details. #QuarterBus

- 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. #QuarterBus

- **Date:** Tuesday, September 12, 2017  
**Post To:** Facebook  
**Focus:** Transportation Quote  
**Content:** *Post a solution that this transportation option is fulfilling for someone. KEEP IT SIMPLE/SHORT. Use the hashtag #QuarterBus*
- **Date:** Thursday, September 21, 2017  
**Post To:** Facebook  
**Focus:** Route Announcement  
**Content:** We are here for YOU! Check out our route and we will see you soon.  
#QuarterBus
- 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:** Transportation Quote  
**Content:** *Post a solution that this transportation option is fulfilling for someone. KEEP IT SIMPLE/SHORT. Use the hashtag #QuarterBus.*
  - **Date:** Thursday, October 26, 2017  
**Post To:** Facebook  
**Focus:** About WCAHC  
**Content:** The Bartlesville Quarter Bus Circuit is a flexible fixed-route system that hopes to address the unmet transportation needs of Washington County in order to improve economic development and enhance quality of life. Contact us for route details. #QuarterBus
- 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:** Transportation Quote  
**Content:** *Post a solution that this transportation option is fulfilling for someone. KEEP IT SIMPLE/SHORT. Use the hashtag #QuarterBus*
- **Date:** Saturday, November 18, 2017  
**Post To:** Facebook  
**Focus:** Goal  
**Content:** Our primary goal is to secure funding in order to sustain the pilot project and expand the routes for the flexible, fixed-route bus service. #bartlesville #QuarterBus *(Post the photo of the route)*
- 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:** Transportation Quote  
**Content:** *Post a solution that this transportation option is fulfilling for someone. KEEP IT SIMPLE/SHORT. Use the hashtag #QuarterBus*
  - **Date:** Thursday, December 14, 2017  
**Post To:** Facebook  
**Focus:** Mission/Purpose  
**Content:** The mission of the Washington County Transportation Coalition is to address the unmet transportation needs of Washington County in order to improve economic development and enhance quality of life. Its primary goal is to secure funding in order to sustain the pilot project and expand the routes for the flexible, fixed route bus service. #QuarterBus
- 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:** Transportation Quote  
**Content:** *Post a solution that this transportation option is fulfilling for someone. KEEP IT SIMPLE/SHORT. Use the hashtag #QuarterBus*
- **Date:** Thursday, January 25, 2018  
**Post To:** Facebook  
**Focus:** Community support start  
**Content:** *Gear up annual donation campaign. Announce the date of launch and prepare the accounts for soft launch. #QuarterBus*
- 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:** Transportation Quote  
**Content:** *Post a solution that this transportation option is fulfilling for someone. KEEP IT SIMPLE/SHORT. Use the hashtag #QuarterBus*
  - **Date:** Thursday, February 22, 2018  
**Post To:** Facebook  
**Focus:** Share stories of the success.  
**Content:** *Post a story from the previous year for the donation campaign. #QuarterBus*