

SUPPORT GUIDE: HPCDP Social Media Calendars

Each month, the Health Promotion and Chronic Disease Prevention (HPCDP) section shares social media calendars with TPEP and ADPEP grantees. This support guide provides instructions on how to use the monthly social media calendars HPCDP shares.

WHAT ARE SOCIAL MEDIA CALENDARS:

A social media calendar is a communication tool, which lays out the social media posts planned over the next month.

Each month HPCDP develops a social media calendar of planned posts for Smokefree Oregon (SFO) and Place Matters Oregon (PMO) Facebook pages. The Climate and Health Program in the Public Health Division creates the C&H social calendar.

WHERE TO FIND THESE SOCIAL MEDIA PAGES ONLINE:

SFO Facebook: <https://www.facebook.com/SmokefreeOregon>

PMO Facebook: <https://www.facebook.com/placemattersoregon/>

C&H Facebook: <https://www.facebook.com/OregonHealthAuthority/>

WHO RECEIVES THESE CALENDARS:

Prevention Coordinators receive these social media calendars by email each month.

WHY YOU RECEIVE THESE CALENDARS:

HPCDP sends these calendars to Prevention Coordinators, so that you can re-share the posts from our Facebook feed, or repurpose, the social content to support your program communication goals.

WHEN YOU CAN EXPECT THE CALENDARS:

The monthly social media calendar is emailed about one week before the 1st of the month.

WHAT NEXT:

Send us stories from your community! We are always looking for ways to highlight the work happening in local communities.

If you have a story you would like to see featured on one of our Facebook pages – Smokefree Oregon or Place Matters Oregon – please email the following details to your HPCDP community programs liaison.

- A few short sentences summarizing your story/event/person/success
- High-quality photo or graphic
- Link, if appropriate (I.e. newspaper article, press release, community event or celebration...)
- Requested date for publication (I.e. which month or date you would like the post to be featured)

Still have questions? Please contact your community programs liaison.