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Social Media Dashboard for Harrisburg YMCA

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January 2016

Monthly Social Media Content Dashboard

THIS MONTH IS:

- Glaucoma Awareness Month
- Blood Donor Month
- Clean Up Your Computer Month
- Radon Action Month
- Stalking Awareness Month
- Thyroid Awareness Month
- Creativity Month

THIS MONTH WE CELEBRATE:

- January 1–New Year's Day
- January 18–Martin Luther King Day

Suggested Content

1: New Year's Day, Commitment Day:

Post Idea: "New Year, New You", post to social media pages about making a commitment to health and joining the Y

Sample: "It's a new year. Make this your year! Sign up today and find out about all the great services and features that the Y has to offer. Stop by for a free tour to learn more!"

2: Personal Trainer Awareness Day:

Post Idea: Do a spotlight on some of your personal trainers. Interview them about some of their favorite classes, exercise, etc. Post to all social media pages with their picture.

Sample: "This is Joe. He teaches three classes here at the Y as well as one-on-one personal training. He's been with the Y for 4 years. Though he loves all his classes, Joe says his favorite one to teach is his TRX class. We asked Joe what his best piece of fitness advice would be for someone starting out with physical training. He said "Just go for it! You gotta try a bunch of things and see what works for you. You're not going to like everything, so try different classes and exercises and see what you like to do. And what better place to do that than at the Y?!"

8: Show and Tell Day:

Post Idea: Have Show and Tell in childcare and post pictures to social media

Sample: "Our childcare celebrated Show and Tell Day by bringing in their favorite things for show and tell. Check out their sharing time below!"

10: Cut Your Energy Cost Day:

Post Idea: Post an article about what people can do around their homes to cut energy costs, especially during the winter. Add what the Y does to conserve energy. Post to all media accounts.

Sample: "Did you know switching to these energy saving bulbs like we have can save over \$40 in energy costs per month? What do you do around your house to cut energy costs? #CutYourEnergyCostDay"

11: Milk Day:

Post Idea: Offer milk in branches and take pictures of members throughout the day drinking it throughout the day. Post them to social media with information about the benefits of drinking milk.

Sample: "Our members are celebrating #NationalMilkDay with refreshing class of milk at our branch. Did you know drinking milk daily can help you skin, bones, teeth, and immune system? We're sold! Grab a glass today and send us your milk mustache selfies!"

17: Kid Inventors Day:

Post Idea: Have the kids in childcare do a lesson/competition on inventing something and post photos of it to social media accounts

Sample: "It's Kid Inventor's Day! Our childcare celebrated with an invention convention. Check out the awesome invention our Y kids came up with below!"

18: Martin Luther King, Jr. Day:

Post Idea: Post an article about the importance of MLK and his impact on the YMCA to all social media pages

Sample: "Our childcare kids learned about impact of Martin Luther King, Jr. today. Check out the pictures below."

21: National Granola Bar Day:

Post Idea: Have the kids in childcare make their own granola bars and post photos on social media pages

Sample: "Today, our childcare kids celebrated National Granola Bar Day by making their own healthy treats. Check out their tasty creations below!"

29: International Fun at Work Day:

Post Idea: Post photos of employees having fun at work on social media. You can interview employees about their favorite parts of their jobs.

Sample: "Our YMCA staff has entirely too much fun at work! We talked with Jamie about her favorite parts of working at the Y. "I love working with all the families that come in. It's so great to see the kids having fun and the parents being so happy with their kids having such a good time"



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February 2016

Monthly Social Media Content Dashboard

THIS MONTH IS:

- American Heart Month
- Low Vision Awareness Month
- Dog Training Education Month
- Library Lovers Month
- National Bird Feeding Month
- Children's Dental Health Month

THIS MONTH WE CELEBRATE:

- February 1st– National Freedom Day
- February 2nd– Groundhog Day
- February 4th– Rosa Parks Day
- February 5th– National Wear Red Day
- February 8th– Chinese New Year
- February 9th– Mardi Gras
- February 10th– Ash Wednesday
- February 12th– Abe Lincoln's Birthday
- February 14th– Valentine's Day
- February 15th– President's Day

Sample Content

February: Heart Health Month:

Post Idea: Post about the importance of heart health and what the Y can do to help (classes, nutritionist on staff, etc..) Post to all social media pages

Sample: "February is National Heart Month. Did you know that cardiovascular diseases claim more lives than all forms of cancer combined? Taking simple steps like improving your diet and exercising regularly can help prevent heart disease. The YMCA offers dozens of classes and programs that can help. Stop in today to learn more!"

2: Groundhog Day:

Post Idea: Post news coverage from Groundhog Day to all social media pages

Sample: "Looks like there's going to be six more weeks of winter. Check out the link below for footage of Phil the Groundhog from this morning in Punxsutawney, Pennsylvania."

4: Homemade Soup Day:

Post Idea: Post recipes from YMCA nutritionists for healthy soup recipes that members can make from home

Sample: "On cold, winter days like today, all you want to do is stay inside and bundle up with a hot bowl of soup. Check out these healthy recipes that you can make for the whole family from your own kitchen to celebrate National Homemade Soup Day!"

9: Stop Bullying Day:

Post Idea: Have an anti-bullying lesson in childcare. Post photos to social media pages.

Sample: "Our childcare kids learned an important lesson about anti-bullying for Stop Bullying Day today. Here at the Y we believe that everyone should be treated with respect and kindness, and so do all of our awesome kids! Check out the pictures from their lesson below."

11: Make a Friend Day

Post Idea: Take photos of friends who come into workout together and post to social media pages

Sample: "Happy Make a Friend Day! We love all the friends that come to work out and support each other here at the YMCA!"

14: Donor Day, Valentine's Day:

Post Idea: Post an article about the importance of blood donation, how many lives it can save, etc. Post to all social media pages.

Sample: "Did you know that one pint of blood donated by a single donor can save up to three lives? Today is National Donor Day, so find out about how you can donate and help save lives today."

15: George Washington's Birthday

Post Idea: Have a history lesson with the childcare about George Washington. Post pictures to all social media pages.

Sample: "Our childcare kids learned about George Washington today to celebrate his 284th birthday today. Check out the pictures below from their lesson."

17: Random Act of Kindness Day

Post Idea: Take photos of members and/or employees helping others around the YMCA throughout the day. Post to all social media accounts throughout the day.

Sample: "Our employees are always willing to lend a hand. Our front desk worker, Jake, held the door open for our kindergarteners heading off to school. A great start to #RandomActofKindnessDay Jake! Send us your pictures of your random good deeds!"

26: Fairy Tale Day:

Post Idea: Have a reading time of fairy tales in childcare and post pictures on all social media pages. You could also do dress up/role play activities with this.

Sample: "It was Fairy Tale Day in childcare today! Complete with dress up, our kids and staff all enjoyed a great story time. Check out the pictures below!"

29: Rare Disease Day, Leap Day:

Post Idea: Post articles about how to get checked for rare diseases and articles on how to help raise awareness for rare diseases

Sample: "Just like February 29th, many diseases often go overlooked. That's why today is Rare Disease Day. Take a look at this article on how to get checked for rare diseases as well as raise awareness for those suffering from these conditions."



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March 2016

Monthly Social Media Content Dashboard

THIS MONTH IS:

- Nutrition Month
- Brain Injury Awareness Month
- Employee Spirit Month
- Craft Month
- Kidney Month
- MS Awareness Month
- Problem Gambling Awareness Month
- Red Cross Month
- Eye Wellness Month

THIS MONTH WE CELEBRATE:

- March 2nd– Read Across America Day
- March 4th– Employee Appreciation Day
- March 17th– St. Patrick's Day
- March 20th– Palm Sunday
- March 24th– Maundy Thursday
- March 25th– Good Friday
- March 27th– Easter Sunday

Suggested Content

March: Nutrition Month:

Post Idea: Post about the nutritionist services the Y offers on all social media pages. Can also include information/articles about healthy eating.

Sample: Have you been trying to revamp your diet, but you're not quite sure where to start? The YMCA can help with that! Come in a meet with one of our certified dieticians and learn more about our nutrition programs. We're here to help, so drop by the learn more!"

2: Dr. Seuss Day:

Post Idea: Have a reading time of a Dr. Seuss book in childcare and post pictures on all social media pages.

Sample: "Happy Dr. Seuss Day! Our childcare kids celebrated with a special reading time! Check out the pictures below."

4: Employee Appreciation Day:

Post Idea: Post photos of employees throughout the day. Include bios with what they do, how long they have been with the Y, etc. Post to all social media pages. Could even do competitions like who has been there the longest, who has given the most tours, etc...

Sample: "Today is Employee Appreciation Day here at the Y, so we are recognizing some of our fantastic staff for all of the outstanding work that they do. Meet Shelby! She works as one of our lifeguards and has been with us for three years. A fun fact about Shelby is she loves Disney movies and he favorite is Beauty and the Beast."

9: No Smoking Day:

Post Idea: Post an article about the dangers of smoking. Post to all social media pages

Sample: "Did you know that over 16 million Americans are currently living with a disease caused by smoking? That means that all of those diseases were 100% preventable. Today is National No Smoking Day. Click here to learn more about the dangers and effects of smoking.

9: Registered Dietician Day:

Post Idea: Post a spotlight interview with a YMCA dietician on staff. Interview them about their job and post it on all social media pages with their photo.

Sample: "Today is Registered Dietician Day! To celebrate, meet Annie, one of our registered dieticians on staff here at the Y! Annie has been with us for 11 years. She meets with people about their nutritional goals as well as helps with health fairs and classes. She says her favorite part of her job is when people come back and tell her about how well they are doing on their new diet plans and how successful they are. She loves feeling like she is being helpful and making a difference."

17: St. Patrick's Day:

Post Idea: Post pictures of members and/or staff dressed up/wearing green throughout the day. Post to all social media pages.

Sample: "Our staff members are decked out in their green for St. Patty's Day! Are you ready to celebrate with us? Send us your green pictures here!"

20: International Day of Happiness:

Post Idea: Post photos of smiling members to social media pages throughout the day

Sample: "Today is #InternationalDayofHappiness! Check out these happy members enjoying their morning workouts here at the Y! Send us your happy photos throughout the day to celebrate J

30: Doctor Appreciation Day:

Post Idea: Share an article about how often you should go for checkups, who should go for what kind of checkups depend on age/gender, etc. Post to all social media pages.

Sample: "Are you going to the doctor as much as you should be? Today is Doctor Appreciation Day, and to celebrate, we are spreading awareness about medical health checkups. Check out this article about when you should be scheduling your next check-up!



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April 2016

Monthly Social Media Content Dashboard

THIS MONTH IS:

- Inventor's Month
- Gardener's Month
- Car Care Month
- Customer Loyalty Month
- Guitar Month
- Autism Awareness Month
- Kite Month
- Prevention of Animal Cruelty Month
- Stress Awareness Month

THIS MONTH WE CELEBRATE:

- April 6th– National Tartan Day
- April 13th– Thomas Jefferson's Birthday
- April 15th– Tax Day
- April 19th– National Library Worker's Day
- April 23– Passover Begins
- April 27– Administrative Professional's Day

Suggested Content

1: April Fool's Day

Post Idea: Pull a prank on someone on staff and post a photo of it to your social media pages.

Sample: April Fools Kim! We filled our Membership Director, Kim's, office with balloons for April Fool's Day today. What pranks are you pulling on your coworkers?

2: World Autism Day

Post Idea: Post about some autism statistics and how to learn more/get more involved with autism in the area

Sample: Did you know that over 3.5 million Americans live with an Autism spectrum disorder? Today is World Autism Day. To learn more about Autism and to find ways to get involved with Autism societies in the area, click here.

4: D.A.R.E Day

Post Idea: Post about the importance of abstaining from drugs and alcohol. Include information to the D.A.R.E website.

Sample: "Teenagers today are tempted by drugs and alcohol every day. Help take a stand against these harmful substances by learning more about the dangers of drugs and alcohol. Today is D.A.R.E. Day, a day that we celebrate resisting drugs and making healthy choices. Visit the D.A.R.E website to learn more and take the drug-free pledge today!"

6: Army Day

Post Idea: Post about the Army thanking them for their services.

Sample: "Today is National Army Day. Thank you to all the men and women who have served our country through the Army. The YMCA is proud to support you. Thank you for all that you do!"

7: World Health Day:

Post Idea: Post about upcoming health fairs, dietitian services, etc that the Y offers to members

Sample: It's #WorldHealthDay and the Y is always committed to making your health our number one priority. From personal nutrition coaching to health fairs, we provide a variety of healthy lifestyle instruction to help you live your best and healthiest life. Stop in today to learn more about our health services.

12: Grilled Cheese Day

Post Idea: Post recipes for different grilled cheese sandwiches.

Sample: "How are you going to be celebrating #GrilledCheeseDay? Try spicing up the plain grilled cheese with one of these new recipes!"

13: Thomas Jefferson's Birthday

Post Idea: Have a history lesson with the childcare about Thomas Jefferson. Post pictures to all social media pages.

Sample: "Our childcare kids learned about Thomas Jefferson today to celebrate his birthday. Check out the pictures below from their lesson."

18: Library Worker's Day

Post Idea: Post about going to visit the library to celebrate library worker's day

Sample: "It's Library Worker's Day! Be sure to stop in your local library and say thank you to your favorite librarian today. The YMCA appreciates all the work librarians and circulation workers do. Thank you for all that you do!"

19: Bicycle Day

Post Idea: Post about getting outside and riding your bike. Can also include articles about the benefits of riding your bike.

Sample: "Happy Bicycle Day! So get outside and ride your bike today. If you need more convincing, check out this article about the benefits of riding your bike outside"

22: Earth Day

Post Idea: Post about green initiatives that the Y is making to be environmentally friendly. Then add what members can do to help.

Sample: "Happy #EarthDay! Here at the Y, we try to care for the environment, just like we try to care for ourselves. We have recycling bins around the facilities, as well as water fountains where you can bring reusable bottles to be refilled here. Help us care for the Earth by recycling bottles around our buildings and/or using refillable bottles. What are you doing to celebrate #EarthDay?"

28: Bring Your Child to Work Day

Post Idea: Post photos of YMCA employees who have brought their children to work with them

Sample: "It's Bring Your Child to Work Day! Our employee Ellen brought her son Kyle to work with her today here at the Y. Be sure to take your son or daughter with you to your job today!"



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May 2016

Monthly Social Media Content Dashboard

THIS MONTH IS:

- Drowning Awareness Month
- ALS Awareness Month
- Arthritis Awareness Month
- Better Hearing and Speech Month
- Cystic Fibrosis Month
- Lyme Disease Month
- Cancer Research Month
- High Blood Pressure Month
- Mental Health Awareness Month

THIS MONTH WE CELEBRATE:

- May 1– Loyalty Day
- May 4th– Yom Hashoah
- May 5th– Cinco de Mayo
- May 6th– Nurse’s Day
- May 8th– Mother’s Day
- May 12th– Yom Ha’atzmaut
- May 15th– Peace Officer Memorial Day
- May 21st– Armed Forces Day
- May 22nd– National Maritime Day
- May 25th– Emergency Medical Services for Children Day
- May 30th– Memorial Day

Suggested Content

1. Worker’s Day

Post Idea: Post photos of different workers around the branch, similar to Employee Appreciation Day. You can also interview employees about their time at the Y.

Sample: It’s International Worker’s Day, and we have some pretty great workers here at the Y! Like Luke here. Luke has been with the Y for 6 years. He works in our childcare center working with our Kindergarteners. He says his favorite part of his job is working with kids every day and seeing them progress throughout the year.”

4. Firefighter’s Day

Post Idea: Make a general thank- you post appreciating fire fighters in the area. You can also point out specific members that you know are firefighters.

Sample: “Today is National Firefighter’s Day. The YMCA supports all our firefighters who work hard every day to keep us safe. We appreciate you. Thank you for everything you do!”

5. World Asthma Day

Post Idea: Post articles about the importance of getting yourself checked for asthma, symptoms/signs of asthma, etc.

Sample: “Did you know that one in twelve people in the U.S. suffer from asthma? Today is World Asthma Day. Learn the signs of asthma by checking out this article!”

6. School Nurse Day

Post Idea: Make a general thank-you post about appreciating school nurses in the area. You can also point out specific members that you know are school nurses.

Sample: “Today is School Nurse Day. The YMCA supports all our school nurses who work hard every day to take care of our students. Thank you for everything you do!”

12. International Nurses Day

Post Idea: Make a general thank-you post about appreciating nurses. You can also point our specific members that you know are nurses.

Sample: “Today is International Nurses Day. The YMCA supports all our nurses who work extremely hard to care for us every day. Thank you for everything that you do!”

13. Receptionist’s Day

Post Idea: Make thank you post about the receptionists that work at the Y. You can also include photos of receptionists from your branch if available.

Sample: It’s National Receptionist Day. The YMCA wants to thank all the receptionists that work in our organization for all their hard work and dedication. We couldn’t do what we do without you!

16. Learn to Swim Day

Post Idea: “Post about the swimming classes that the Y offers and how to sign up.”

Sample: “Today is National Learn to Swim Day. And what better place to learn than the Y?! We offer lessons for all ages. Stop by to learn more, or visit our website and check out the Aquatics information page.”

17. World Hypertension Day

Post Idea: Talk about the causes of hypertension and about getting your blood pressure checked

Sample: Did you know that some of the biggest causes of hypertension include obesity, smoking, and stress? Today is World Hypertension Day. Be sure that you have you blood pressure checked annually, especially if you experience hypertension.”

22. Don’t Fry Day (Skin Cancer Prevention)

Post Idea: Post about the dangers of skin cancer and the importance of things like sunscreen and covering up outside.

Sample: “Did you know that there will be over three million cases of skin cancer in 2015 in the United States alone? Skin cancer is the most common of all cancer. Learn about what you can do to protect yourself from skin cancer in this article. #DontFryDay”

27. Senior Health and Fitness Day

Post Idea: Post about fitness classes and programs specific to seniors.

Sample: “Did you know that the Y offers classes specifically for senior fitness levels? From water aerobics to Zumba, there are plenty of options to choose from when you choose the Y! Stop in to learn more today!”

31. No Tobacco Day

Post Idea: Post about the dangers of tobacco. Add in a piece about the Tobacco Cessation programs that the Y offers.

Sample: It’s #NoTobaccoDay, so be sure you know the risks and abstain from tobacco. Smoking or chewing tobacco can cause tooth decay, heart disease, decreased immune health, and even cancer. If you struggle with a tobacco addiction, the YMCA can help! We offer Tobacco Cessation classes in partnership with the American Lung Society. Come in to the Y to learn more!



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June 2016

Monthly Social Media Content Dashboard

THIS MONTH IS:

- Cataract Awareness Month
- Child Vision Month
- Dairy Month
- Fireworks Safety Month
- Camping Month
- Migraine and Headache Awareness Month
- National Safety Month
- PTSD Awareness Month

THIS MONTH WE CELEBRATE:

- June 5th– Doughnut Day
- June 7th– Ramadan Begins
- June 12th– Shavuot
- June 14th– Flag Day/U.S. Army's Birthday
- June 19th– Father's Day
- June 20th– American Eagle Day

Suggested Content

1: Running Day

Post Idea: Post about the benefits of running and the options for running at the Y

Sample Post: Think running is only good for your heart? Think again! Running can improve your skin, bones, and even mental health. Today is National Running Day, so stop by the Y for a quick run today! From treadmills in our health centers to full tracks in our gyms, we have plenty of ways for you to get up and moving today!

5: Cancer Survivor's Day

Post Idea: Post about cancer survivors in America and how grateful we are to have them as part of our community

Sample Post: Today is Cancer Survivors Day. There are an estimated 14.5 million survivors alive in the United States today. We at the Y support you and are grateful that you are with us today.

6: Gardening Exercise Day

Post Idea: Post about how to get outside and be active while helping the environment. Emphasis using non-power tools

Sample Post : It's Gardening Exercise day, so put down the weed-whacker and cut the hedges by hand. Yard work can be a great work out that the whole family can help with!

8: Best Friends Day

Post Idea: Take photos of people that come in to work out with their best friends, employees that are friends on staff, etc..

Sample Post: It's Best Friends Day here at the Y! We love the best friends that come in and support each other at the YMCA. Send us your #BestFriendDay pictures too!

14: World Blood Donor Day

Post Idea: Post about how many lives a blood donation can save and information about donating

Sample Post: Did you know that one pint of donated blood can save up to three lives? Today is World Blood Donor Day and here at the Y, we believe in doing everything we can to help one another. Find out more about donating today on the Red Cross website here.

16: Fresh Veggies Day

Post Idea: Post about where to buy local produce

Sample Post: Today is Fresh Veggies Day! Branch out from the grocery store frozen veggies and visit a local farmer's market today. Check here for a list of markets in the area.

19: World Sickle Cell Awareness Day

Post Idea: Post about sickle cell statistics and how to get involved

Sample Post: Did you know that sickle cell disease is the most common genetic disorder in the United States, affecting nearly 100,000 Americans nationwide. Today is Sickle Cell Awareness Day. Learn more about Sickle Cell Disease here.

23: Public Service Day

Post Idea: Post a general message thanking the public servants in the area. You can include special shout-outs to public servants who you know that are members in your branches.

Sample Post: It's Public Service Day, so we at the YMCA would like to take a chance to thank all the men and women working in our community as part of these public services. We appreciate everything you do to make our area better and safer for us. Thank you for everything that you do!

24: Swim a Lap Day

Post Idea: Post about all the options for swimming that the Y offers

Sample Post: It's Swim a Lap Day! That means it's time to come in and check out all the Y's aquatic facilities. We offer full length swimming pools, swim lessons for all ages, and competitive swim teams for different age classes. Stop in today to learn more about our swimming facilities and take a tour!

30: Social Media Day

Post Idea: Post about how to connect with the Y on social media. Be sure to change your post to fit your specific branch's Twitter handle/Facebook link

Sample Post: It's National Social Media Day! Are you connected with the Y? Be sure to Like us on Facebook at Facebook.com/(branch link) and follow us on Twitter at @branch-name.



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July 2016

Monthly Social Media Content Dashboard

THIS MONTH IS:

- Blueberry Month
- Grilling Month
- Hot Dog Month
- Ice Cream Month
- Parks and Recreation Month
- Social Wellness Month

THIS MONTH WE CELEBRATE:

- July 4th– Independence Day
- July 24th– Parent’s Day

Suggested Content

Grilling Month

Post Idea: Post about grilling safety and what precautions to take when grilling outside

Sample Post: July is National Grilling Month! But before you grab your grilling tools and head outside, check out these tips to keep you and your family safe this summer.

Parks and Recreation Month

Post Idea: Post about where to find local parks to visit in your area

Sample post: Have you ever wanted to visit a local park, but not sure where to go? July is National Parks and Recreation Month, so it’s the perfect time to get out and explore the great outdoors. Click here to find a great park near you today!

4: Independence Day

Post Idea: Post about the facility being closed and thanking the service men/women who have served

Sample Post: Remember that our facilities are CLOSED today! Be sure to use the time to celebrate the holiday with your family. The Y would like to thank all the men and women who have served in our armed forces to keep this country safe. We appreciate everything you do!

11: World Population Day

Post Idea: Post about how to find out more about global population issues and how to get involved

Sample Post: It’s World Population Day. Worldwide, millions of people are suffering from disease, hunger, and other devastating problems. Find out how you can learn more and get involved today here.

15: Pet Fire Safety Day

Post Idea: Post about how to learn more about how to respond when pets are involved with house fires

Sample Post: Ever wondered what you would do in a house fire to protect your family pet? Today is Pet Fire Safety Day. To learn more about what to do in a situation like this, click here.

26: Parent’s Day

Post Idea: Post a general thank you post for parents thanking them for everything they do at the Y

Sample Post: It’s #ParentsDay and we’d like to take this chance to thank all the parents that help to make the Y as great a place as it is. We couldn’t do it without you! Thank you for everything you do!

30: Paperback Book Day

Post Idea: Post photos with people who bring books in to read while working out

Sample Post: Today is #PaperbackBookDay and many people at the Y still bring old-fashioned books in to read while working out. Like Kelly here! Today she brought in a copy of *Paper Towns* to read while working out on the bike in our fitness center. Way to workout both your mind and body, Kelly!

31: System Administrator Appreciation Day

Post Idea: Post a photo with your branch’s system administrator thanking them, telling people to do the same

Sample Post: It’s System Administrator Appreciation Day. This is our administrator, Jared. We want to thank you for everything you do Jared! We couldn’t run as well as we do without you! Make sure you thank the system administrator at your office today too!



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August 2016

Monthly Social Media Content Dashboard

THIS MONTH IS:

- American Adventures Month
- American Artists Month
- Cataract Awareness Month
- Children's Eye Health Safety Month
- Traffic Awareness Month
- Truancy Prevention Month
- Water Quality Month
- Psoriasis Month

THIS MONTH WE CELEBRATE:

- August 4th– U.S. Coast Guard's Birthday
- August 7th– Purple Heart Day
- August 19th– National Aviation Day
- August 26th– Women's Equality Day

Suggested Content

2: Sister's Day

Post Idea: Take photos of sisters who come into workout together and post to social media pages

Sample: Happy Sisters Day! We love all the sisters that come to work out and support each other here at the YMCA!

3: Watermelon Day

Post Idea: Post new recipes for using watermelon

Sample Post: Have you ever tried grilling watermelon? Today is #WatermelonDay, so how about trying out some new twists on one of your favorite treats? Click here for a list of different watermelon recipes to change up your old routine.

4: Coastguard Day

Post Idea: Post about the Coast Guard's foundation and where they are now

Sample Post: Today the Coast Guard celebrates its 226th birthday! Today, the Coast Guard has over 43,000 members on both active and reserve duty. Happy birthday Coast Guard, and thank you for your service!

7: Purple Heart Day

Post Idea: Write a post thanking those have served and received Purple Hearts

Sample Post: Today is #PurpleHeartDay, a day that we thank and remember those who were injured or killed in action while serving in our armed forces. The YMCA would like to thank all the brave Men and Women who have served our country, but especially those who have given their lives to keep our country safe. Your sacrifice will not be forgotten. To learn more about the Purple Heart organization, visit their website here.

9: Book Lover's Day

Post Idea: Post about the benefits of reading

Sample Post: It's important to exercise your mind just as much as your body. Today is Book Lover's Day, so grab your favorite classic and spend some time relaxing today. And if you're not totally convinced, check out this article about the benefits of reading every day.

12: International Youth Day

Post Idea: Post about the youth programs available at the Y

Sample Post: Its International Youth Day, and here at the YMCA, we believe that youth are a vital part of our community. We offer dozens of programs for children of ages to be a part of. From youth sports to educational programs, there is something for everyone at the Y. Stop in today to learn more or visit our website here!

16: Tell a Joke Day

Post Idea: Post a joke about eating healthy, working out, etc. Ask people to send you their favorite jokes too.

Sample Post: How do you know carrots are good for your eyesight? Because you never see rabbits wearing glasses! Today is Tell a Joke Day. What's your favorite joke to tell?

26: Women's Equality Day

Post Idea: Take pictures of women's workout classes, women in the fitness center, mom's with kids, etc. Post to social media with post explaining women's equality day.

Sample Post: We've got some pretty strong women here at the YMCA. From our TRX classes to our own super moms, the women at the Y are just incredible. Today is #WomensEqualityDay and we just wanted to take today to show how awesome all the women here are. Keep up the great work, ladies!

31: Trail Mix Day

Post Idea: Have a station available in your branch for guests to make their own trail mix and post photos to social media

Sample Post: Its #TrailMixDay, and our members are all celebrating by making their own trail mix right here in the branch! Be sure to stop by the table after your workout to make your own back on your way out!



FOR YOUTH DEVELOPMENT®
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September 2016

Monthly Social Media Content Dashboard

THIS MONTH IS:

- Baby Safety Month
- Childhood Cancer Month
- Cholesterol Education Month
- College Savings Month
- Obesity Awareness Month
- Health Aging Month
- Leukemia and Lymphoma Awareness Month
- Library Card Month
- Alcohol and Drug Awareness Month
- Campus Safety Month
- Yoga Month

THIS MONTH WE CELEBRATE:

- September 11th—Patriot Day
- September 16th—Constitution Day
- September 18th—Air Force Birthday
- September 25th—Gold Star Mother's Day

Suggested Content

5: Labor Day

Post Idea: Post about being closed and write thanking all the labors that help America function

Sample Post: Happy #LaborDay! Remember that we are closed today. Thank you to everyone across the America who works hard every day to keep this country together. Your hard work and dedication is always appreciated!

11: Patriot Day

Post Idea: Post a remembrance message about September 11th, 2001.

Sample Post: Today is the day that Americans will never forget. Today we pause to commemorate those who lost their lives in the September 11, 2001 attacks. You may be gone, but you are never forgotten. And to the brave men and women who fight to protect our country today, thank you for your service and your courage every day. #NeverForget

13: Peanut Day

Post Idea: Post about the health benefits of peanuts

Sample Post: Did you know that peanuts are classified as a superfood, with ingredients that help your heart while also being packed with nutrients? Today is Peanut Day! So be sure to make your favorite peanut-filled recipe for the family. Just make sure you watch out for allergies!

16: Guacamole Day

Post Idea: Post different recipes for guacamole

Sample Post: It's Guacamole Day! Be sure to mix up a batch of guac for you and your family tonight. And if you're feeling brave, try one of these recipes to change up the traditional guacamole routine.

17: Constitution Day

Post Idea: Post about learning more about the Constitution with a quiz about Constitution knowledge

Sample Post: it's #ConstitutionDay, celebrating when the United States adopted our formal Constitution. But how much do you actually know about our own Constitution? Take this quiz to find out! Click here to test your knowledge about our Constitution. Let us know how you do!

18: Air Force Birthday

Post Idea: Post about the Air Force's foundation and where they are now

Sample Post: Today the Air Force celebrates its 69th birthday! Today, the Air Force has over 240,000 members on both active and reserve duty. Happy birthday Air Force, and thank you for your service!

23: Restless Leg Awareness Day

Post Idea: Post about knowing the signs of RLS and when to get checked

Sample Post: Did you know that roughly 10% of the U.S. population suffers from Restless Leg Syndrome (RLS)? Today is RLS Awareness Day, so be sure you know the warning signs and get yourself checked out if you think you could be at risk. Click here to learn more about the symptoms of RLS.

25: Gold Star Mother's Day

Post Idea: Post explaining what Gold Star Mother's Day is and thanking those who have served in the Armed Forces

Sample Post: Today is Gold Star Mother's Day. It is the day that we as a country come together to support the mothers who have lost a child while serving our country in the armed forces. To all the mothers whose children have given their lives, we support you and thank your children for their dedication and sacrifice for this country. They may be gone, but they are never forgotten. To learn more about the American Gold Star Mothers, visit their website here.

28: Good Neighbor Day

Post Idea: Post about getting to know your neighbors better

Sample Post: It's #GoodNeighborDay and we at the Y believe that we should all be part of a community together! So go ahead and stop over to your neighbor's to say hi. Maybe invite them to a BBQ before the cold fall weather rolls in!

29: World Heart Day

Post Idea: Post about heart disease statistics and stroke awareness and how/when to get checked

Sample Post: Did you know that heart disease is the leading cause of death for both men and women in the United States? Today is World Heart Day. There are so many ways to prevent heart disease, and the Y can help. Stop in today to learn more about our exercise instruction and nutritional counseling.



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October 2016

Monthly Social Media Content Dashboard

THIS MONTH IS:

- Breast Cancer Awareness Month
- Bullying Awareness Month
- Domestic Violence Awareness Month
- Down Syndrome Awareness Month
- Health Literacy Month
- Healthy Living Month
- Liver Awareness Month
- Crime Prevention Month
- Dental Hygiene Month
- Physical Therapy Month
- Spina Bifida Awareness Month

THIS MONTH WE CELEBRATE:

- October 3rd– Rosh Hashanah
- October 3rd– Child Health Day
- October 10th– Indigenous People's Day
- October 12th– Yom Kippur
- October 13th– U.S. Navy's Birthday
- October 17th– Boss' Day
- October 31st– Halloween

Suggested Content

October: Breast Cancer Awareness

Post Idea: Post statistics about breast cancer and how to get checked

Sample Post: Did you know that breast cancer affects about one in eight women in the United States during their lifetimes? Breast cancer is the most common cancer among females and is something that females should take seriously. October is Breast Cancer Awareness month. Know the signs and get yourself checked. For more information on breast examinations and warning signs, click here.

1: World Vegetarian Day

Post Idea: Post vegetarian recipes of classic dishes for people to try

Sample Post: Its #WorldVegetarianDay, so why not try some of your favorite recipes without the meat? Click here for some vegetarian twists on some of your favorite classics. Be sure to send us your results with the hashtag #WorldVegetarianDay!

5: World Teacher's Day

Post Idea: Write a thank you post for teachers in the area. You can also do special shout-outs to members that you know are teachers.

Sample Post: Today is World Teacher's Day. The YMCA supports all our school teachers who work hard every day to teach our students. Thank you for everything you do!

9: Fire Prevention Day

Post Idea: Post about fall fire prevention tips

Sample Post: With fall weather approaching, conditions are changing rapidly and precautions need to be taking. Today is #FirePreventionDay, so check out this article about fire prevention during fall weather and how to get ready for the cold weather ahead. What are you doing to get ready for the colder months?

10: Native American History Day

Post Idea: Post information about the Native American history in the area of your Y.

Sample Post: It's Native American History. Do you know about the Native American history of the area? Take the time and learn about the Native American history of Cumberland County by clicking here.

12: Emergency Nurses Day

Post Idea: Write a thank you post for emergency in the area. You can also do special shout-outs to members that you know are emergency nurses.

Sample post: Today is Emergency Nurses' Day! The YMCA supports all our emergency nurses who work long and hard every day to care for us. Thank your compassion and for everything you do!

13: Navy's Birthday

Post Idea: Post about the Navy's foundation and where they are now

Sample Post: Today the Navy celebrates its 241st birthday! Today, the Navy has over 380,000 members on both active and reserve duty. Happy birthday Navy, and thank you for your service!

21: International Apple Day

Post Idea: Post about where to go apple picking in the area

Sample Post: It's #InternationalAppleDay and what better time of year to celebrate? Be sure to make your favorite apple recipe today. Or take it a step further and visit Paulus Orchards for fall fun and apple picking today. Visit their website here for more information.

25: World Pasta Day

Post Idea: Post some healthy pasta recipes for options that people often think are unhealthy (fettuccini alfredo, lasagna, etc)

Sample Post: It's World Pasta Day, so be sure to go home and whip up some of your favorite options for dinner tonight. And if you want to treat yourself to some of your favorite pastas, but don't want to ruin your healthy habits, check out these recipes for lighter spins on some classic favorites.

31: Halloween

Post Idea: Post about Halloween events going on at the YMCA

Sample Post: Happy Halloween! Be sure to stop in throughout the day to see all the events going on at the Y! From kids' activities to costume workout classes, there's something for everyone. Don't be too scared to check it out!



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November 2016

Monthly Social Media Content Dashboard

THIS MONTH IS:

- Aviation History Month
- COPD Awareness Month
- Diabetic Eye Disease Month
- Lung Cancer Awareness Month
- Alzheimer's Awareness Month
- Diabetes Awareness Month
- Epilepsy Awareness Month
- Family Caregivers Month
- Healthy Skin Month
- Stomach Cancer Awareness Month
- Pulmonary Hypertension Awareness Month

THIS MONTH WE CELEBRATE:

- November 1st— All Saint's Day
- November 8th— Election Day
- November 10th— Marine Corps Birthday
- November 11th— Veteran's Day
- November 24th— Thanksgiving Day

Suggested Content

2: Stress Awareness Day

Post Idea: Post about the benefits of exercise as stress reliever and how the Y can help

Sample Post: Did you know that exercise actually releases endorphins in your brain that can help relieve stress? Today is #StressAwarenessDay and here at the Y, we are committed to making you feel better, physically and mentally. Click here to learn more about the mental benefits of exercise and stop in today to learn more about the exciting programs that we offer.

8: Election Day

Post Idea: Post about where to find the closest polling station near you

Sample Post: It's #ElectionDay! Click here to find the closest polling station near you.

10: Marine Corps Birthday

Post Idea: Post about the Marine Corps foundation and where they are now

Sample Post: Today the Marine Corps celebrates its 241st birthday! Today, the Marines have over 220,000 members on both active and reserve duty. Happy Birthday Marines, and thank you for your service!

11: Veteran's Day

Post Idea: Write a thank you post for all who have served and died for our country in the Armed Forces.

Sample Post: This Veterans Day, the YMCA would like to thank all the brave men and women who have fought to protect our rights and freedoms here in America. Your bravery and services are never forgotten.

13: World Kindness Day:

Post Idea: Take photos of members and/or employees helping others or doing kind things around the YMCA throughout the day.

Sample Post: "It's always smart to have a spot when lifting! Our member Brock knows thank and makes sure to not let his friend, Seth lift with him there just in case. Today is #WorldKindnessDay, and our members are always willing to help each other out. Great start to the day, Brock!"

14: World Diabetes Day

Post Idea: Post about the warning signs of diabetes and how to get checked

Sample Post: Did you know that over 29 million Americans suffer from diabetes? As part of World Diabetes Day, we at the Y are taking a stand against diabetes. Click here to learn the warning signs of diabetes and to learn when to see a doctor.

17: Take a Hike Day

Post Idea: Post a link for how to find hiking trails in the area

Sample Post: It's #TakeAHikeDay, so get outside and hit the trails! Hiking is a great way to learn more about nature, while still getting in a great workout. Click here to find out where the nearest hiking trails are to you.

24: Thanksgiving

Post Idea: Reminder that the facility is closed

Sample Post: Happy Thanksgiving! Remember that the YMCA is closed today. Be sure to spend the extra time with your family and loved ones. See you tomorrow!

29: Giving Tuesday

Post Idea: Post about what Giving Tuesday is and how to incorporate the Y

Sample Post: Today is #GivingTuesday! In the hustle and hurry of the holiday season, it's important to take a day at this time of the year to give back to the community and to one another. And what better way than to donate to the Y! When looking for somewhere to donate this year, please consider your local YMCA. We make a real difference in the community by promoting youth development, healthy living, and social responsibility. For more information about how to donate or the programs we offer, visit our website here.



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December 2016

Monthly Social Media Content Dashboard

THIS MONTH IS:

- Impaired Driving Awareness Month
- National Tie Month
- Write a Business Plan Month
- Safe Toys and Gifts Month
- Food Services Safety Month

THIS MONTH WE CELEBRATE:

- December 1 - Giving Tuesday
- December 7 - Pearl Harbor Day
- December 13 - US National Guard's Birthday
- December 17 - Wright Brothers' Day
- December 25 - Christmas
- December 26 - Kwanzaa

Suggested Content:

1: Eat a Red Apple Day:

Post Idea: Offer apples in branches and take pictures of members throughout the day eating them. Post them to social media with information about the importance of healthy eating.

Sample: "Our staff celebrated Red Apple Day with a delicious snack this morning. Send us your #RedAppleDay selfies here!"

3: Make a Gift Day:

Post Idea: If kids in childcare are working on Christmas gifts/crafts, take some photos and post them to all social media pages

Sample: "Our Childcare celebrated Make a Gift Day by working on some great Christmas gifts for their families and friends. Check out some of the gifts they made below!"

12: Gingerbread Decorating Day:

Post Idea: Have kids in childcare decorate cookies and post pictures to social media

Sample: "Our childcare celebrated Gingerbread Decorating Day by decking out some tasty treats. See their crazy creations below!"

18: Ugly Christmas Sweater Day:

Post Idea: Have staff and/or members wear sweaters during the day and post pictures to social media pages

Sample: "Our staff is loving #UglySweaterDay. Are you celebrating too? Send us your ugly sweater selfies!"

24: Christmas Eve:

Post Idea: Be sure to post with adjusted hours for today and Christmas

Sample: "We will be closing early today, so be sure to head home and spend that extra time with your families. See you after the holiday!"

25: Christmas Day:

Post Idea: Have a post on all media outlets with closing information

Sample: "Don't forget we're closed today! Enjoy the time off with your loved ones. Merry Christmas!"

31: New Year's Eve:

Post Idea: Have a post on all social media pages with adjusted hours

Sample: We will be closing early today, so be sure to head home and spend that extra time with your families. See you after the holiday!"