



Social Media Content Calendar - OCSO Benefit for the Disabled

Week	Network	Time	Content Type	Topic	Copy	Link	Notes
WEEK 1	FACEBOOK	9:00 AM	story	What the charity is/does/who it helps	WEEK 1: SUNDAY, DECEMBER 2, 2018 The Oakland County Sheriff's Office Benefit for the Disabled has been around for 32 years helping people with physical and mental disabilities. 2 Amazing events are held every year to raise funds for an ADA accessible park and for low income disabled to holiday shop for their families.	http://www.ocsbenefti.org/n dex.php?page=about-us	Ask Tommie for photos to use
	TWITTER	12:00 PM	video	Want to learn more about us? Let us show you . . .	If this channel is created by this time it will me a mixture o the Facebook posts - alternating and posting 2x a day	Ask for video file	
WEEK 1: MONDAY, DECEMBER 3, 2018							
	FACEBOOK				WEEK 1: TUESDAY, DECEMBER 4, 2018		
	TWITTER				WEEK 1: WEDNESDAY, DECEMBER 5, 2018		
	FACEBOOK	3:05 PM	curated	shopping event	Share Oakland Press Article from Last Year - Reviving up for our annual holiday shopping. Check out our coverage from Channel 4 last year.	https://www.clickondetroit.co m/news/disabled-children-celebrate-holidays-with-shopping-day-at-waterford-knart?fbclid=IwAR2xt7Dhg8KbsZd6OnA10de1qdt7g8v2TTE0kyOFthp3r_mtdvOGG9_1	
WEEK 1: THURSDAY, DECEMBER 6, 2018							
	FACEBOOK				WEEK 1: FRIDAY, DECEMBER 7, 2018		
	TWITTER				Don't forget the annual holiday shopping day at K-Mart in Waterford that helps so many disabled kids this time of year. We are grateful for all of our sponsors, volunteers and partners. What/who are you grateful for?	http://www.ocsbenefti.org/n dex.php?page=get-involved	Use images from Fishing Derby and K-Mart Events
	FACEBOOK	12:32 PM	crowd-sourced	reminder of tomorrow's event			
WEEK 1: SATURDAY, DECEMBER 8, 2018							



12:45 PM testimonials

event

Day of event - Here's what our volunteers have to say about the event...

(Katie Bower) Love how this shows just how big the event has gotten! I work at Dodge and have for going on 3 years! crazy how many people you all reach out to! THANK YOU FOR EVERYTHING YOU DO! Looking forward to this years event! ☺☺ March, 2018

Testimonials from Doris and Tim - possibly Bill and Sarah day if available



TWITTER

Month of December - Topics

- Week 1 Christmas Shopping at K-Mart
- Week 2 Winter and Family Gatherings
- Week 3 What your donations go toward (Evergreen content)
- Week 4 Volunteers

GOALS

- 1 - Increase Facebook followers by 10%
- 2 - Create a way for users to donate on social media
- 3 - More social media presence in general - create a Twitter account

5 TYPES OF CONTENT TO POST

- Video
- Testimonials
- Events
- Crowdsourcing
- Story or Personal Share

Social Media Strategy Project
Part 2: Draft Social Media Audit + Competitor Analysis Assignment

I. Introduction and background:

Oakland County Sheriff's Office Benefit for the Disabled (OCSO Benefit) has been around for 31 years (1987). OCSO Benefit is a non-profit charity that has two large events per year for mentally disabled children and adults. This charity is a partnership between the OCSO and volunteers who have mostly worked at Oakland County. Volunteerism is open to the public. The annual fishing derby is in August of each year. Volunteer boaters and the Oakland County Sheriff's Office assist with this event. Safety is the number one priority while having barbeque, dancing, face painting and boat rides with fishing. The other large annual event is in December each year. Sponsorships are requested throughout the year so that disabled children that live in group homes and in low-income families have a chance to Christmas shop for their families at K-Mart, which is a partner in this event along with the Oakland County Sheriff's Office. Santa and Mrs. Claus are present for pictures. Each shopper is assigned a volunteer or a Sheriff's Deputy to shop. Gift-wrapping is done on site by volunteers, along with t-shirt painting, donuts, coffee and juice. Oakland County changed its name from Oakland County Sheriff's Department to Oakland County Sheriff's Office in 2017.

II. Use of social media overall:

1. OCSO Benefit has been on FB since October, 2010 and currently has 555 followers
2. Facebook only: <https://www.facebook.com/Benefit-for-the-Disabled-162601807089637/?pref=bookmarks>
3. Frequency of posting every month to three months. Type of content posted is mostly awareness, some request for volunteers. Engagement rate within the last 28 days Oct. 16-Nov. 15 has been at 46 for this group.

Platform	Followers/Likes	Frequency of Posts	Active Since	Type of Content	Engagement Rate	Actual Post Reach
Facebook	555	1-3 mos.	Oct. 2010	awareness	46 within 1mo.	380
Twitter	N/A	N/A	N/A	N/A	N/A	N/A
Instagram	N/A	N/A	N/A	N/A	N/A	N/A
YouTube	N/A	N/A	N/A	N/A	N/A	N/A
Pinterest	N/A	N/A	N/A	N/A	N/A	N/A
Snapchat	N/A	N/A	N/A	N/A	N/A	N/A

III. Summary of Social Media Audit Learnings

What are some takeaways for your client from this analysis?

If possible, more events during the year should be scheduled. Sign up to be a partner listed on the csem.org site to gain more visibility in Michigan as a disability service. Name recognition is important to establish. With the Oakland County Sheriff's Office name, trust will be easier to gain from sponsors and volunteers.

What are the things that are working the best?

The Fishing Derby works well because there are so many activities. The DJ works non-stop, dancing is a favorite with the disabled.

Why do you think those are working?

The fun events work because they are fun for everyone. Even though the preparation is hard work, the day of is worth it. When high school students are involved, their eyes are opened to a new experience and they all have had positive feedback.

What are the things that aren't working well?

Recruiting new volunteers has been difficult. Current volunteers are burnt out; it is a lot of hard work. Getting high school students involved is not always easy. Schools need to be made aware that this charity will give community service credit.

Why do you think those things aren't working well?

Persuading new sponsors and new volunteers is a difficult task. Awareness seems to be low or last minute. It is necessary to have better preparation and planning. It is recommended that communication with schools is at least 6 months in advance.

Competitor Name	Social Profiles (link)	Strengths	Weaknesses	Content that Resonates	Influencers
Angel's Place	http://www.angelsplace.com FB https://www.facebook.com/AngelsPlaceDevelopmentalDisabilities/ LinkedIn https://www.linkedin.com/company/angels-place/ Youtube https://youtu.be/XGIW05qrD0Y	Been around for 26 years Robust website	Social media is not on website Website is hard to navigate-overwhelming Small following	Community environment	Christian Community
On My Own of Michigan	http://www.onmyownofmi.org FB https://www.facebook.com/onmyownofmichigan/ LinkedIn https://LinkedIn.com/in/on-my-own-of-michigan YouTube https://youtube.com/lz7CMSzLzGM	Skills to live independently//Access to housing Good social media presence	Only for mildly disabled	Independence vs. Dependence Teaching Life Skills	Parents of Disabled Adults
Easterseals Michigan	http://www.easterseals.com/michigan FB https://www.facebook.com/eastersealsmi/ Tw @EasterSealsMI Youtube https://www.youtube.be/user/EasterSealsMI Instagram https://www.instagram.com/eastersealsmi/ LinkedIn: Page link broken for Michigan	Around for 100 yrs. Name recognition, strong presence on social media.	Very broad audience. Seniors, veterans, disabled, etc. LinkedIn page for Michigan from website is a broken link	American's with Disabilities Act advocate	Private citizens with a history of not getting desired help
New Horizons	http://www.newhorizonsrehab.org FB https://www.facebook.com/newhorizonsrehabilitationervicesofmichigan/ Youtube https://www.youtube.com/channel/UCIESNwq31jDy7a1S1v7Xfw	Employment opportunities /job training	Another company with same name but they are an addiction center	Training/Career development	Partner program with businesses to hire disabled
O.A.T.S. Offering alternative Therapy with Smiles	Oatsh.org FB- https://www.facebook.com/OATS-Offering-Alternative-Therapy-with-Smiles-125966147493881/	Horse riding and animal therapy for emotional well-being	Social media not listed on website A couple of videos on Youtube but no channel	Testimonials	Private citizens for cause due to personal situations