

March

SOCIAL PLAN

2024

| DATE | TOPIC | EVENT IDEAS/INFO |
|---------------------------|----------------------------------|---|
| POST ANYTIME DURING MARCH | NATIONAL NUTRITION MONTH | PROMOTE PROPERTY OR LOCAL RESOURCES AND LINK TO OFFICIAL NUTRITION INFORMATION, LIKE HTTPS://WWW.FDA.GOV/FOOD/FOOD-LABELING-NUTRITION/NUTRITION-EDUCATION-RESOURCES-MATERIALS |
| | MARCH INTO LITERACY MONTH | USE THIS AS AN OPPORTUNITY TO PROMOTE ANY LITERACY PROGRAMS OFFERED AT YOUR PROPERTY OR PROMOTE YOUR LOCAL LIBRARY IF YOU HAVE ANY CREDIT EDUCATION PROGRAMS OR WORKSHOPS COMING UP, USE THIS TIME TO PROMOTE THEM. ALTERNATIVELY, PROMOTE LOCAL RESOURCES OR LINK TO ONLINE RESOURCES LIKE HTTPS://WWW.FINANCIALEDCATORSOUNCIL.ORG/NATIONAL-CREDIT-EDUCATION-MONTH/ |
| | NATIONAL CREDIT EDUCATION MONTH | |
| | WOMEN'S HISTORY MONTH | PROMOTE LOCAL RESOURCES AND ONLINE RESOURCES LIKE HTTPS://WWW.WOMENSHISTORYMONTH.GOV/ |
| | INTERNATIONAL IDEAS MONTH | USE THIS AS AN OPPORTUNITY TO ASK RESIDENTS FOR IDEAS THEY'D LIKE TO SEE AROUND THE PROPERTY OR EVENTS THEY'D LOVE TO PARTICIPATE IN! |
| 3/1 | INTERNATIONAL WOMEN OF COLOR DAY | PROVIDE RESOURCES AND INFORMATION LIKE A LINK TO WOMENOFCOLORDAY.COM |
| 3/2 | INTERNATIONAL RESCUE CAT DAY | THIS IS A FUN WAY TO GET RESIDENTS TO SHARE THEIR PETS! USE THIS DAY TO REMIND RESIDENTS OF ANY PET POLICIES. HELP INCLUDE MORE RESIDENTS BY INVITING THEM TO SHARE PICS OF ANY TYPE OF PET. INTERNATIONAL RESCUE DOG DAY WILL BE ON MAY 20 SO YOU MAY WANT TO SCHEDULE BOTH POSTS! |
| 3/2 | READ ACROSS AMERICA WEEK | READ ACROSS AMERICA WEEK IS MARCH 2-6. DO YOU HAVE A READING AREA OR LIBRARY? POST ABOUT IT! |
| 3/3 | WORLD WILDLIFE DAY | IF YOU HAVE ANY LOCAL WILDLIFE EDUCATION PROGRAMS, PROMOTE THEM TODAY! OTHERWISE, YOU CAN LINK TO HTTPS://WILDLIFEDAY.ORG/EN |
| 3/10 (POST ON 3/9) | DAYLIGHT SAVINGS TIME | MARCH 10 IS DAYLIGHT SAVINGS DAY- POST ABOUT IT ON MARCH 9 SO THAT RESIDENTS HAVE TIME TO CHANGE THEIR CLOCKS! |
| 3/11 | CLEAN OUT YOUR CLOSET DAY | THIS IS A GREAT OPPORTUNITY TO HELP BRING IN THE SPRING CLEANING MINDSET |
| 3/12 | NATIONAL PLANT A FLOWER DAY! | IF RESIDENTS HAVE A BALCONY OR PATIO, ENCOURAGE THEM TO PLANT SEEDS AND SHARE PHOTOS! YOU CAN ALSO CREATE A GRAB AND GO SEEDS EVENT TO CELEBRATE! |
| 3/12 | NATIONAL GIRL SCOUT DAY | DO YOU HAVE A SPOT WHERE GIRL SCOUTS CAN SET UP? IF NOT, PROVIDE A LINK TO GIRLSCOUTCOOKIES.ORG WHERE RESIDENTS CAN TYPE IN THEIR ZIP CODE TO SEE LOCAL GIRL SCOUT COOKIE SPOTS! YOU CAN ALSO INVITE RESIDENTS TO PROMOTE THEIR LOCAL GIRL SCOUTS IN THE COMMENTS |
| 3/13 | WON'T YOU BE MY NEIGHBOR DAY | LIKE MISTER ROGERS HIMSELF, USE TODAY TO SPREAD JOY AND BE WELCOMING! ENCOURAGE RESIDENTS TO TELL STORIES ABOUT THEIR FAVORITE NEIGHBORS OR PROMOTE ANY RESIDENT REFERRAL SPECIALS YOU HAVE GOING ON AT THE PROPERTY! |
| 3/13 | NATIONAL GOOD SAMARITAN DAY | ENCOURAGE KINDNESS AND SPREAD POSITIVITY TODAY! |



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| 3/14 | INTERNATIONAL PI DAY | THIS IS A GOOD OPPORTUNITY TO HAVE SOME FUN WITH MATH, EDUCATION, OR PIES! GET TOGETHER SOME PI-THEMED TOOTHPICKS AND SOME MINI (ROUND!) TARTS OR PIE SLICES FOR A FUN GRAB AND GO IDEA! |
| 3/17 | SAINT PATRICK'S DAY | POST THIS AS AN EASY WAY TO CELEBRATE SAINT PATRICK'S DAY! IF YOU WOULD LIKE TO DO A SPECIFIC THEMED ACTIVITY AND WANT TO PROMOTE IT, PLEASE SEND US A MARKETING REQUEST (PLEASE PROVIDE AT LEAST 2 WEEKS NOTICE) |
| BEGIN POSTING AROUND 3/17 | MARCH MADNESS | SELECTION DAY IS MARCH 17 SO YOU CAN START POSTING AROUND THAT TIME. MARCH MADNESS OFFICIALLY BEGINS MAR 19, 2024 - MON, APR 8. ENCOURAGE USE OF YOUR PROPERTY'S BASKETBALL HOOPS OR GET SOME BASKETBALL STICKERS OR TOOTHPICKS TO DECORATE SOME GRAB AND GO ITEMS! |
| POST DURING MARCH MADNESS | GAME DAY (BASKETBALL THEMED) | THIS POST GOES ALONG GREAT WITH THE MARCH MADNESS SCHEDULE! SCHEDULE YOUR POSTS DURING GAME DAYS OR HOST A WATCH PARTY! |
| 3/19 | FIRST DAY OF SPRING | A NICE SIMPLE POST TO WELCOME IN THE SPRING! IF ANYTHING WILL BE CHANGING ON THE PROPERTY DURING THE CHANGE OF SEASON, NOW IS A GREAT TIME TO INCLUDE A MESSAGE IN YOUR CAPTION! |
| 3/25 | HOLI | KEEP IT SIMPLE AND POST "HAVE A HAPPY HOLI! HOLI IS THE FESTIVAL OF COLOURS, LOVE, AND SPRING" |
| 3/28 | MAJOR LEAGUE BASEBALL OPENING DAY | GET RESIDENTS EXCITED FOR BASEBALL SEASON! GIVE OUT BIG LEAGUE CHEW GUM AS A POSSIBLE GRAB AND GO EVENT WITH SOME BASEBALL STICKERS! |
| 3/31 | EASTER | EASTER IS ON MARCH 31 THIS YEAR. IF YOU WOULD LIKE TO DO AN EGG HUNT OR SIMILAR EVENT AT YOUR PROPERTY, REMEMBER THAT IT MUST BE INCLUSIVE TO ALL RESIDENTS! CHECK OUT OUR RESIDENT EVENTS & RETENTION PAGE FOR EXISTING FLYER TEMPLATES AND SEND US A MARKETING REQUEST |

NOTES

GET CREATIVE WITH YOUR OWN EVENT IDEAS - THESE ARE SUGGESTIONS



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April

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| DATE | HOLIDAYS & NATIONAL DAYS | EVENT IDEAS/INFO |
|---------------------------|------------------------------------|--|
| POST ANYTIME DURING APRIL | NATIONAL PEST MANAGEMENT MONTH | USE THIS TIME TO PROMOTE PEST MANAGEMENT SERVICES AND REMIND RESIDENTS OF UPCOMING PEST MANAGEMENT |
| | FINANCIAL LITERACY MONTH | IF YOUR COMMUNITY OFFERS ANY FINANCIAL LITERACY WORKSHOPS, USE THIS POST TO PROMOTE THEM! YOU CAN ALSO LINK TO STATE OR LOCAL RESOURCES |
| | NATIONAL CAR CARE MONTH | DOES YOUR COMMUNITY HAVE A CAR WASH STATION? USE THIS POST TO PROMOTE IT! |
| | NATIONAL HUMOR MONTH | POST SOME LIGHTHEARTED AND FAMILY-FRIENDLY JOKES THIS MONTH! |
| APRIL 1-14 | TAX DAY COUNTDOWN | TAX DAY IS APRIL 15. POST EARLY TO HELP REMIND RESIDENTS OF THE UPCOMING DEADLINE! |
| APRIL 1-7 | COMMUNITY GARDEN WEEK | IF YOUR PROPERTY HAS A COMMUNITY GARDEN, REMIND RESIDENTS TO CHECK IN ON THEIR PLOTS OR REGISTER FOR ONE! YOU CAN ALSO PROMOTE LOCAL COMMUNITY GARDENS, BOTANICAL GARDENS, ETC. |
| APRIL 1-7 | INTERNATIONAL POOPER SCOOPER MONTH | USE ONE OF OUR "PICK UP AFTER YOUR PETS" SOCIAL SQUARES IN THE NOTICES & REMINDERS LIBRARY TO REMIND RESIDENTS TO PICK UP AFTER THEIR PETS! |
| APRIL 7-13 | NATIONAL LIBRARY WEEK | USE THIS TIME TO PROMOTE LOCAL LIBRARIES OR READING AREAS WITHIN YOUR COMMUNITY! NATIONAL LIBRARY DAY IS ALSO ON APRIL 6 SO YOU CAN START POSTING THIS A DAY EARLY IF YOU WOULD LIKE |
| 4/7 | CMT MUSIC AWARDS | THE CMT MUSIC AWARDS TAKE PLACE ON APRIL 7! FIND OUT WHEN SHOWTIME IS IN YOUR LOCAL AREA AND POST ABOUT IT |
| 4/8 | TOTAL SOLAR ECLIPSE | THERE WILL BE A TOTAL SOLAR ECLIPSE ON APRIL 8. MAKE SURE TO PROMOTE SAFE VIEWING PRACTICES HTTPS://SCIENCE.NASA.GOV/ECLIPSES/SAFETY/ |
| APRIL 8-14 | THE MASTER'S TOURNAMENT | THE MASTER'S TOURNAMENT TAKES PLACE FROM APRIL 8-14, FEEL FREE TO POST ABOUT THIS ANYTIME DURING THE TOURNAMENT! CONTACT THE MARKETING DEPARTMENT IF YOU WOULD LIKE TO DO A GOLF-THEMED EVENT! |

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|------|---------------------------------|---|
| 4/11 | NATIONAL PET DAY | APRIL 11 IS NATIONAL PET DAY. PROMOTE NEW PET SCREENING POLICIES OR LET RESIDENTS POST ABOUT THEIR PETS! CONTACT THE MARKETING DEPARTMENT FOR A PET EVENT! |
| 4/16 | NATIONAL LAUNDRY DAY | REMIND RESIDENTS OF LAUNDRY FACILITY RULES OR PROMOTE RENTABLE WASHERS & DRYERS |
| 4/17 | NATIONAL BANANA DAY | SIMPLY POST ABOUT BANANA DAY, POST A LINK TO YOUR FAVORITE BANANA BREAD RECIPE OR ENCOURAGE RESIDENTS TO SHARE THEIRS. YOU CAN ALSO CREATE A BUDGET FRIENDLY GRAB AND GO EVENT BY PROVIDING BANANAS AT THE FRONT OFFICE |
| 4/22 | EARTH DAY | LINK TO THE OFFICIAL EARTH DAY WEBSITE HTTPS://WWW.EARTHDAY.ORG/ |
| 4/22 | NATIONAL PLAYGROUND SAFETY WEEK | PLAYGROUND SAFETY IS IMPORTANT BOTH FOR THE RESIDENTS AND FOR THE PROPERTY! MAKE SURE TO STAY ON TOP OF ANY PLAYGROUND INSPECTIONS AND REPAIRS WHILE PROMOTING SAFE USEAGE OF THE EQUIPMENT. |
| 4/23 | NATIONAL PICNIC DAY | DOES YOUR COMMUNITY HAVE A PICNIC AREA/PAVILLION? USE TODAY TO PROMOTE IT! IF YOU HAVE SOME NICE PHOTOS OF THE AREA, FEEL FREE TO INCLUDE THEM WITH THIS POST |

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May

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| POST ANYTIME DURING MAY | MENTAL HEALTH AWARENESS MONTH | LINK TO LOCAL RESOURCES, WORKSHOPS, OR HTTPS://WWW.NAMI.ORG/GET-INVOLVED/AWARENESS-EVENTS/MENTAL-HEALTH-AWARENESS-MONTH |
| | NATIONAL PET MONTH | PROMOTE NEW PET SCREENING POLICIES OR LET RESIDENTS POST ABOUT THEIR PETS! CONTACT THE MARKETING DEPARTMENT FOR A PET EVENT! |
| | SPRING CLEANING | ENCOURAGE A COMMUNITY SPRING CLEANING DAY BY CLEANING UP THE OFFICE! PUTTING TOGETHER SOME SMALL CLEANING KITS FROM THE DOLLAR STORE WOULD BE A GREAT GRAB AND GO IDEA! |
| | PLANT APPRECIATION | ENCOURAGE RESIDENTS TO SHOW OFF THEIR NEW BLOOMS! |
| 5/4 | NATIONAL FITNESS DAY | THIS IS A GREAT TIME TO PROMOTE YOUR FITNESS CENTER OR ANY FITNESS WORKSHOPS YOU MAY HAVE UPCOMING. MAKE SURE TO BE INCLUSIVE OF ALL RESIDENTS! |
| 5/4 | FREE COMIC BOOK DAY | LET RESIDENTS KNOW THAT THEY CAN PICK UP A FREE COMIC BOOK AT PARTICIPATING COMIC SHOPS! |
| 5/5 | CINCO DE MAYO | WISH RESIDENTS A HAPPY CINCO DE MAYO. MAKE SURE TO CONTACT THE MARKETING DEPARTMENT IF YOU WANT FLYERS FOR AN EVENT |
| MAY 5-15 | HURRICANE PREPAREDNESS WEEK | IF YOUR PROPERTY CAN BE AFFECTED BY HURRICANES, BE SURE TO SUPPLY RESIDENTS WITH AS MUCH INFORMATION AND WARNINGS AS POSSIBLE. YOU CAN LINK TO RESOURCES HERE: HTTPS://WWW.NOAA.GOV/HURRICANE-PREP |
| 5/5 | NATIONAL LEMONADE DAY | IF YOUR PROPERTY ALLOWS RESIDENTS TO SET UP A LEMONADE STAND, MAKE SURE TO PROMOTE THIS EVENT AHEAD OF TIME SO THEY CAN SET UP ON MAY 5! YOU CAN ALSO CREATE A GRAB AND GO LEMONADE EVENT |

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| MAY 6-12 | SUN AWARENESS WEEK | WITH THE SUN GETTING STRONGER, MAKE SURE TO PROVIDE HELPFUL RESOURCES FOR SUN PROTECTION |
| 5/12 | MOTHER'S DAY | MAKE SURE TO KEEP THIS DAY INCLUSIVE TO ALL RESIDENTS! |
| 5/13 | NATIONAL APPLE PIE DAY | THIS CAN BE AS SIMPLE AS ASKING RESIDENTS IF THEY HAVE A FAVORITE APPLE PIE RECIPE OR OPEN THE COMMENTS UP FOR DEBATE ON WHAT THE BEST PIE IS! A GRAB AND GO WITH MINI APPLE PIES WOULD BE A GREAT TREAT FOR RESIDENTS! |
| 5/15 | NATIONAL CHOCOLATE CHIP DAY | THIS IS A GREAT OPPORTUNITY TO PROVIDE A CHOCOLATE CHIP-BASED GRAB AND GO EVENT! COOKIES ARE THE MOST OBVIOUS CHOICE! |
| 5/16 | NATIONAL DO SOMETHING GOOD FOR YOUR NEIGHBOR TODAY | ENCOURAGE FRIENDLY NEIGHBORLY BEHAVIOR TODAY |
| 5/20 | INTERNATIONAL RESCUE DOG DAY | THE COUNTERPART TO NATIONAL RESCUE CAT DAY. MAKE SURE TO POST BOTH CORRESPONDING POSTS SO THAT RESIDENTS CAN BE INCLUDED! |
| 5/27 | MEMORIAL DAY | MAKE SURE TO KEEP POSTS SOLEMN AND RESPECTFUL! |

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