

Social media calendar - Morrings Park - December 2022					
<i>Instagram & Facebook</i>					
Date	Publish Time	Graphic(s)	Content	Publishing Channels	Hashtags
Thursday 12/1/2022	10:00 AM	Christmas season starting graphic	We are so excited to be wrapping up this year with a wonderful last month. All partners and residents are excited to decorate for this december. Colorful lights or white lights, let us know your favorite?	Facebook	#ChristmasSeason #MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity
Thursday 12/1/2022	10:00 AM	Christmas season starting graphic	Christmas season is here. Excited for all the decorations. Let us know which is your favorite, colorful lights or white lights?	Instagram	#ChristmasSeason #ChristmasLights #MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity
Sunday 12/4/2022	10:00 AM	Senior couple tries online shopping for this years gifts (main campus)	Mr. and Mrs. Johnson's - 89 and 87 years-old - children live far away so Partner Sarah Mills shows the couple online shopping. Do you have website recommendations for the Johnson's?	Facebook	#MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity
Sunday 12/4/2022	10:00 AM	Senior couple tries online	Mr. and Mrs. Johnson's children live far away so Partner	Instagram	#MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity


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		shopping for this years gifts (main campus)	Sarah Mills shows the couple online shopping. Do you have webiste recommendations for the Johnson's?		
Monday 12/5/2022	10:00 AM	List of names & dates	Like every month we celebrate our residents and partners birthdays. Mooring Parks wishes all of them happy birthday and everyone eles who is celebrating this month.	Facebook	#HappyBirthday #MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity
Tuesday 12/5/2022	10:00 AM	List of names & dates	Mooring Parks celebrates residents and partners bithday. Comment if your birthday is also in december?	Instagram	#HappyBirthday #MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity
Wednesday 12/7/2022	2:00 PM	Video: Mooring Parks Adventures	Mooring Parks Adventures is back. Next on the bucket list: Skydiving. Six brave residents were able to cross skydiving off their bucket list. @DreamingInTheSky collaborated with us to make this possible. Like if Skydiving is also on your bucket list.	Facebook	#SkyDiving #BucketList #MooringsParkAdventures

Thursday 12/7/2022 3	2:00 PM	Reel: Mooring Parks Adventures	Mooring Parks Adventures is back. Next on the bucket list: Skydiving. Like if this is also on your bucket list.	Instagram	#SkyDiving #BucketList #MooringParksAdventures
Friday 12/9/2022 2	8:00 AM	Picture with Partner Tom Mann	Come along with Partner Tom Mann, director of marketing, on our story to see a day of work at Mooring Parks.	Instagram	#MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity
Sunday 12/11/2022	10:00 AM	Community Lunch Photo	Many of our residents are regular attending church on Sunday. We have pastors coming in from around Lee and Charlotte County. Today the Clubhouse in Grey Oak prepared a lunch for all after church. Comment your favorite bible verse and why its it your favorite.	Facebook	#MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity
Saturday 12/11/2022	10:00 AM	Community Lunch Photo	Many of our residents are regular attending church on Sunday. Today the Clubhouse in Grey Oak prepared a lunch for all after church. Comment your favorite bible verse and	Instagram	#MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity

			why its it your favorite.		
Tuesday 12/13/20 22	2:00 PM	Dog Park video	Let the dogs run free. Mooring Park took its residents to the new dog park. The dog park was built for the last four month. This helps residents, who have troubles walking, to take their dog out while enjoying the outside and socialize. Comment a picture of your dog. 🐕	Faceboo k	#DogPark #MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity
Tuesday 12/13/20 22	2:00 PM	Dog Park video	Let the dogs run free. Mooring Park took its residents to the new dog park. We are so excited to see the residents furr babies play. Comment the name of your dog. 🐕	Instagra m	#DogPark #MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity
Thursday 12/15/20 22	10:00 AM	"UPDATE S" picture	We are excited to announce that the new integrated campus maps are on our website. Click on any building and it will show you the way. 📍 Message for our residents: please ask our partners to help	Faceboo k	#CampusMap #NewUpdate #MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity

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			you for easy access to the new feature. Contact the clubhouse - 239-648-8373 - for more information.		
Thursday 12/15/20 22	10:00 AM	"UPDATE S" picture	 We are excited to announce that the new integrated campus maps are on our website. Contact the clubhouse - 239-648-8373 - for more information.	Instagram	#CampusMap #NewUpdate #MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity
Friday 12/16/20 22	10:00 AM	Award dinner flyer	RSVP today for this years Mooring Parks Excellence Award Dinner . Celebrate with us our partners. Its on Dec. 20th from 5:30 p.m. to 7:30 p.m. And the dress code is elegant. Message us if you have any questions.	Facebook	#MooringParksExcellenceAwardDinner2022
Friday 12/16/20 22	10:00 AM	Award dinner flyer	RSVP today for this years Mooring Parks Excellence Award Dinner. Celebrate with us our partners. Its on Dec. 20th from 5:30 p.m. to 7:30 p.m. And the dress code is elegant. Message	Instagram	#MooringParksExcellenceAwardDinner2022

			us if you have any questions.		
Monday 12/19/20 22	4:00 PM	Video: Drive- Thru the light decorations	Let the lights light up.  Comment a picture of your Christmas decorations.	Facebook	#ChristmasLights #MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity
Monday 12/19/20 22	4:00 PM	Reel: Drive- Thru the light decorations	Let the lights light up.  DM us your Christmas decoration picture and we will share them on our story this week.	Instagram	#ChristmasLights #MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity
Wednesday 12/21/20 22	10:00 AM	Open- Door Event Flyer	Welcome to our community. Mooring Parks opens its doors to the public on Jan. 10th 2023, from 10 a.m. to 4 p.m. All three campuses will be open. Share this to your friends and family to visit us in the new year.	Facebook	#OpenDoor #MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity
Wednesday 12/21/20 22	10:00 AM	Open- Door Event Flyer	Welcome to our community. Mooring Parks opens its doors to the public on Jan. 10th 2023, from 10 a.m. to 4 p.m. All three campuses will be open. Share this to your friends and family to visit us in the new year.	Instagram	#OpenDoor #MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity

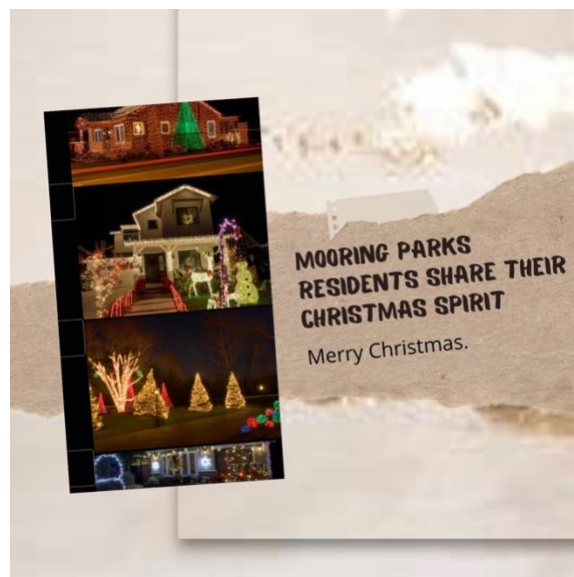
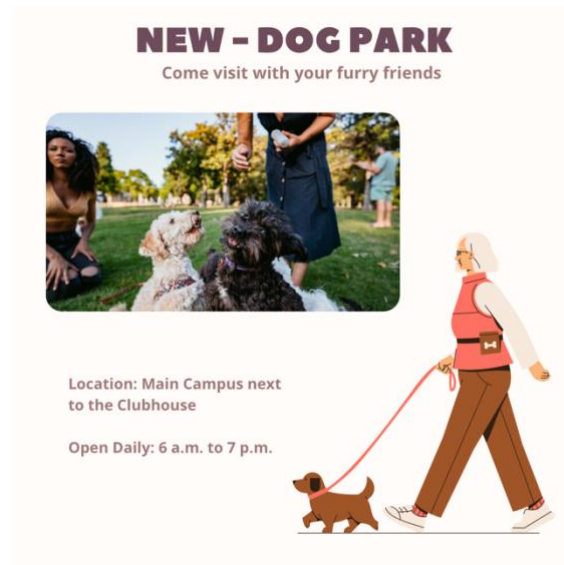
Friday 12/23/20 22	10:00 AM	Christmas Cards Video	Ho-ho-ho 🎅📬 Our residents send out their Christmas cards out this year. Take a look and like this post if you sent out your card this year.	Faceboo k	#ChristmasCards #MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity
Friday 12/23/20 22	10:00 AM	Christmas Cards Video	Ho-ho-ho 🎅📬 Our residents send out their Christmas cards out this year. Take a look and like this post if you sent out your card this year.	Instagra m	#ChristmasCrads #MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity
Saturday 12/24/20 22	8:00 PM	Picture Collage from residents	Mooring Parks has many residents which moved across the pond many years ago. They kept their tradition of celebrating on Christmas Eve. Take a look into the European way celebrating Christmas. Comment where you are from.	Faceboo k	#Christmas #MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity
Saturday 12/24/20 22	8:00 PM	Picture Collage from residents	Our European residents celebrating Christmas on Christmas Eve. Take a look and comment where you are from.	Instagra m	#Christmas #MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity
Sunday 12/25/20 22	10:00 AM	Picture Collage from residents	Christmas morning at Mooring Park. Either people	Faceboo k	#Christmas #MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity

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			celebrated in their homes with their families or residents came together in the clubhouses to celebrate Christmas morning. Comment what presents Santa 🎅 brought you.		
Sunday 12/25/2022	10:00 AM	Picture Collage from residents	Christmas morning at Moorings Park. Either people celebrated in their homes with their families or residents came together in the clubhouses to celebrate Christmas morning. Comment what presents Santa 🎅 brought you.	Instagram	#Christmas #MooringsParks #seniorliving #luxuryseniorliving #MooringsParksCommunity
Wednesday 12/28/2022	7:00 PM	Video: Residents arrive at dinner	Moorings Parks values its community and hosts a "Last-Dinner" before the new year starts. The residents just arrived. Comment how you spend the last days of 2022.	Facebook	#MooringsParks #seniorliving #luxuryseniorliving #MooringsParksCommunity
Wednesday 12/28/2022	7:00 PM	Reel: Residents arrive at dinner	Moorings Parks values its community and hosts a "Last-Dinner" before	Instagram	#MooringsParks #seniorliving #luxuryseniorliving #MooringsParksCommunity

			the new year starts. The residents just arrived. Comment how you spend the last days of 2022.		
Saturday 12/31/2022	10:00 AM	Graphic	Mooring Parks wishes you a Happy New Year 🌸 Comment your New Years resolution.	Facebook	#MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity
Saturday 12/31/2022	10:00 AM	Graphic	Mooring Parks wishes you a Happy New Year 🌸 Comment your New Years resolution.	Instagram	#MooringParks #seniorliving #luxuryseniorliving #MooringParksCommunity

Posts:



- Briefly recap your intended audience, why you chose the two platforms and what your intended goal was for this social media communication.

Firstly, both mentioned audiences have ties to the Mooring Parks residents and partners (employees). These posts are tailored for them but the audiences are tailored to family and friends and the residents sharing. The main audience is though the people who are involved daily with Mooring Parks.

The first target audience would be 40-65 year old people living in Southwest Florida, specifically Collier County, but includes all of Southwest Florida. People who are looking

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into living in a senior living community and people who think about moving to Mooring Parks. Also, people who are mainly on Facebook.

The second target audience would be 30-40 year old people, female and male, who live in Southwest Florida. The people have parents or grandparents who are looking for a senior living community close to them. These people mainly are on Instagram, which is specifically on Instagram since these are in the middle age and use both mentioned social media platforms.

- Why did you recommend the number of times a day/week to post?

I recommend 2-3 times per week. I did this because it gives the audience a break and to process informations given. Also it gives them time to respond to the posts and the marketing team time to respond to them. Furthermore, it gives the marketing team time to create good content, not just “content because we have to.” Usually when you have 1-2 days to create something it is better than if you have to create something everyday.

- How do you think your plan and your posts encouraged two-way communication, engagement and relationship building with your intended audience?

I switched it up from my draft, since I wanted to more focus on the current residents and partners and people who are connected trough them. The two-way communications are mainly interaction with the posts, but also sending in photos. I also included links for them to click on.

- What is one thing that surprised you about either the social media content calendar or writing the social media posts?

Its hard to look into the further. I say there are posts which are good to posts for the month, especially December; yet, you never know what will happen for it to shift. My plan is independent so that if something happens there is no big issue to change something.

- What is one thing you learned about social media from completing this assignment?

Being specific. And to imagine the posts and how elderly would interact. I had to look into posts from senior living communities to see how they do it for me to do it successfully.