

PCT 2 Holiday Elf: Digital Media Plan

12.11.20-12.23.20 (subj. to change)

OVERVIEW

Trixie the winter elf will be travelling to various areas and events in Precinct 2, including visiting Harris County partners to spread holiday cheer and promote helpful information and tips for residents throughout the month of December.

GOALS

1. Share helpful, informative information to PCT residents about holiday activities, programs, safety tips and reminders
2. Promotion
3. Engagement + CTA (Community to activate around connected, healthy community)
4. Weave in partners (regional) to bolster higher visibility/engagement/growth

Helpful docs / links

[2020: Social Media Content Plan](#) (December)

[CDC tips for safe winter holidays](#)

[Tree Safety/Fire Safety](#)

Regional Partners to Engage

Regional Partners	Facebook	Twitter	Instagram
Amerigroup	@AmerigroupCorporation	@Amerigroup	
Baylor College of Medicine	@BaylorCollegeOfMedicine	@bcmhouston	@bcmhouston

CVS Health	@CVSHealth	@CVSHealth	@cvshealth
Harris County Flood Control	@HCFCD	@hcfcd	
Harris County Public Libraries	@harriscountyp	@harriscountyp	@harriscountyp
Harris Health System	@HarrisHealthSystem	@harrishealth	@harrishealthsystem
HC Judge Office	@HarrisCoJudge	@HarrisCoJudge	@harriscojudge
HC Public Health	@HarrisCountyPublicHealth	@hcphtx	@hcphtx
HC Sheriff's Office	@HCSOTexas	@HCSOTexas	@hcsotexas
HC Toll Road Authority	@HCTRA	@HCTRA	
Houston East End Chamber	@houstoneastendchamber	@EastEndChamber	
Houston Health Department	@HoustonHealth	@HoustonHealth	@houstonhealthdepartment
Houston METRO	@RideMETRO	@METROHouston	@metrohouston

Mayor of Baytown	@baytownmayor	@CityofBaytown	
Mayor of Pasadena	@pasadenatxgov	@pasadenatxgov	@pasadenatxgov
Office of Emergency Management	@HoustonOEM	@HoustonOEM	
Pasadena Chamber of Commerce	@pasadenatxchamberofcommerce	@PasadenaTX_CoC	@pasadenachamber_tx
TDEM (Texas Emergency Management)	@TxDEM	@TEDM	@tx_dem
Texas Association of Counties	@TexasCounties	@texascounties	@texascounties

Hashtags

Twitter: #hounews

IG: #houston #harriscounty #holidays #hounews #holidays #holidayseason
#happyholidays

ND: none

FB: none

Creative Mockup/Samples

Instagram:

https://www.canva.com/design/DAEP8Geg13w/share/preview?token=muU60pFeyYJ2mUI0wsi3tg&role=EDITOR&utm_content=DAEP8Geg13w&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

Facebook:

https://www.canva.com/design/DAEQDJscdw4/share/preview?token=aNNvyinsmBw7vzQuxMwN0A&role=EDITOR&utm_content=DAEQDJscdw4&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

ND/Twitter:

https://www.canva.com/design/DAEP9n39s24/share/preview?token=ByEsomaem4GoOkCgXGjKKw&role=EDITOR&utm_content=DAEP9n39s24&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

Proposed Schedule - ND, FB, TW, IG

- | | |
|-------------|--|
| 12.11.20 | Holiday Elf Campaign Kicks off |
| 12.23.20 | Holiday Elf Campaign Wraps |
| 12.24-25.20 | Holiday greeting/messaging from PCT 2/Commissioner |

Scheduled:

12.11.20 Food Distribution: Trixie the Elf will deliver a holiday-themed box to a resident



We are so excited to have Trixie the winter elf in Precinct 2 helping us with the holidays this year. Today she stopped by to help Precinct2gether with their Share Your Holidays event at Sylvan Beach Pavilion. With her help and the partnership of the Houston Food Bank and ACB13, we delivered over 500 holiday-themed boxes to families in Precinct 2. Teamwork makes the dream work! Stay tuned to see what Trixie will be doing next in your area!

SPAN:

Estamos muy emocionados de tener a Trixie el elfo de invierno en el Precinto 2 ayudándonos con las vacaciones de este año. Hoy se detuvo para ayudar a Precinct2gether con su evento Share Your Holidays en Sylvan Beach Pavilion. Con su ayuda y la asociación del Banco de Alimentos de Houston y ACB13, entregamos más de 500 cajas de temática navideña a las familias en el Precinto 2. ¡El trabajo en equipo hace que el sueño funcione! ¡Mantente atento para ver lo que Trixie hará a continuación en tu área!

12.12.20 COVID19 Test: Trixie the Elf will receive a COVID19 test @ Martin Flukinger Community Center with Texas Division of Emergency Management.



As you begin to get into the spirit of holidays, Trixie is here to remind you safety always comes first! Whether you are planning a socially-distance gathering with friends or family, be sure to get tested for covid-19 before making any plans. Keep your loved ones safe and everyone around you by wearing a mask!

Don't know where to get tested? Visit Harris County Public Health Department's website to find the nearest location in Precinct 2 at publichealth.harriscountytexas.gov.

SPAN:

A medida que empiezas a entrar en el espíritu navideño, Trixie está aquí para recordarte que la seguridad siempre es lo primero! Ya sea que esté planeando una reunión de distancia social con amigos o familiares, asegúrese de hacerse la prueba de Covid-19 antes de hacer cualquier plan. Mantenga a sus seres queridos a salvo y a todos a su alrededor usando una máscara.

¿No sabe dónde hacerse la prueba? Visite el sitio web del Departamento de Salud Pública del Condado de Harris para encontrar la ubicación más cercana en el Precinto 2 en publichealth.harriscountytexas.gov.

12.13.20 Playground: Trixie the Elf visits newly opened playground + how to safely enjoy playgrounds during winter break with kids + PCT 2 sanitization measurements



Did you know Precinct 2 continues to keep our communities safe by sanitizing playgrounds on a daily basis? While we continue to stay socially distanced and wear our masks, try visiting a local park near you and let your kids safely enjoy the outdoors during the winter break. Trixie here visited one of the largest playgrounds in Precinct 2 at the North Shore Rotary Park.

To learn more about Precinct 2's sanitation measures, view a short clip here:

<https://youtu.be/Z3WidlFmMYs>

SPAN:

¿Sabías que el Precinto 2 continúa manteniendo a nuestras comunidades seguras desinfectando parques infantiles a diario? Mientras seguimos manteniéndose socialmente distanciados y usando nuestros cubre-bocas, visite un parque local cerca de usted y deje que sus hijos disfruten de forma segura del aire libre durante las vacaciones de invierno. Trixie visitó uno de los parques infantiles más grandes del Precinto 2 en el Parque de North Shore.

Para obtener más información sobre las medidas sanitarias del Precinto 2, vea un clip corto aquí: <https://youtu.be/Z3WidlFmMYs>

12.16.20

Commissioner's Court: Trixie the Elf will make special appearance



🤓 Did you know Commissioners Court was first established in 1876!? This is the best way to know what is happening in Harris County, amongst other counties. Yesterday, Trixie had the chance to sit next to Commissioner Adrian Garcia and learn more about what he is doing to empower Precinct 2! ✨ To tune in to the next Commissioners Court, be sure to follow the calendar and safely listen in virtually at www.harriscountytexas.gov.

SPAN:

¿Sabía que el Tribunal de Comisionados se estableció por primera vez en 1876? Esta es la mejor manera de saber lo que está sucediendo en el Condado de Harris, entre otros condados. Ayer, Trixie tuvo la oportunidad de sentarse junto al Comisionado Adrian García y aprender más sobre lo que está haciendo para mejorar el Precinto 2! ✨ Sintonice el próximo Tribunal de Comisionados, siga el calendario y escuche de forma segura en www.harriscountytexas.gov.

12.17.20 FLU shot vaccine - reminder to get your flu shot (explain why...it's important for healthcare flu vs. covid)



Now more than ever, it is critically important to be vaccinated against the flu to help prevent influenza and avoid a mistaken diagnosis of COVID-19. To make an appointment for your flu shot, please visit harriscountypublichealth.org today. Join Trixie in helping keep our community safe through the holiday season.

SPAN:

Ahora más que nunca, es de vital importancia vacunarse contra la gripe para ayudar a prevenir la gripe y evitar un diagnóstico erróneo de COVID-19. Para hacer una cita para su vacuna contra la gripe, por favor visite harriscountypublichealth.org hoy. Unase a Trixie en ayudar a mantener nuestra comunidad segura durante la temporada de vacaciones.

12.18.20

Adopt A Resident - Trixie visits senior living homes to deliver presents



Knowing as many as 6 neighbors can decrease feelings of stress or loneliness related to COVID-19. @nextdoor reminds us that the most vulnerable neighbors are more isolated than ever, and so it is important that we support our local senior community safely this holiday season. ❤️ Commissioner @adriangarciahtx teamed up with Trixie and @lyondellbasellindustries to spread some holiday cheer to a senior community in PCT 2. How do you plan to safely check-in on elderly neighbors and family members this holiday season?

<https://blog.nextdoor.com/2020/12/02/5-ways-to-reduce-loneliness-in-your-neighborhood/> #kindchallenge #hounews #holidays #helpingothers #houston #harriscounty #texas

SPAN:

Conocer hasta 6 vecinos puede disminuir los sentimientos de estrés o soledad relacionados con COVID-19. -Nextdoor nos recuerda que los vecinos más vulnerables están más aislados que nunca, por lo que es importante que apoyemos a nuestra comunidad local de personas mayores de forma segura esta temporada de vacaciones. El Comisario -adriangarciahtx se asoció con Trixie y lyondellbasellindustries para difundir un poco de alegría navideña a una comunidad de personas mayores en el PCT 2. ¿Cómo planeas estar al pendiente de tus familiares mayores o vecinos?

12.19.20

Shop local - Trixie supports local businesses, vital to this community



It's no secret small business owners have taken a big hit this year, and it's important to continue to support small businesses, if you can. This holiday season, join Trixie in safely shopping small online and in-store. Which small business in Precinct 2 are you supporting this holiday season? 🛍️

#shoplocal #shopsmall #supportsmallbiz #holidayseason #happyholidays #hounews
#houston #harriscounty

SPAN:

No es ningún secreto que los propietarios de pequeñas empresas no han tenido un gran éxito este año, y es importante seguir apoyando a las pequeñas empresas, si usted puede. Esta temporada de días festivos, únete a Trixie en apoyar a empresas pequeñas de forma segura - ya sea en línea o en persona . ¿Qué pequeña empresa del Precinto 2 estarás apoyando esta temporada de días festivos?

12.20.20 Veterans Services- Trixie visits Precinct 2's Veterans Office to talk about the program that helps veterans in Precinct 2



Did you know Precinct 2 is supporting veterans with a Veterans Services Program? This program offers assistance to all Precinct 2 Veterans and surviving family members with Medical Claims, Transportation services, and more! Are you a veteran? Make your appt today by calling 713-274-9570. #hounews #houston #harriscounty #veterans

SPAN:

¿Sabía que el Comisionado Adrian Garcia está apoyando a los veteranos con un Programa de Servicios para Veteranos? ¡Este programa ofrece asistencia a todos los Veteranos del Precinto 2 y familiares sobrevivientes con Reclamos Médicos, Servicios de Transporte y más! ¿Es usted un veterano? Haga su cita hoy llamando al 713-274-9570.

12.22.20

Watch

HCSO: Trixie the Elf encourages holiday safety/HCSO programs like Vacation



Are you traveling out of town for the holidays? The Harris County Sheriff's Office has you covered! Trixie visited Sheriff Ed Gonzalez to learn more about the Free Vacation Watch Program that offers a sense of security to residents. Did you know anyone living in Harris County and unincorporated areas can sign up for this? Learn more about it here:

www.harriscountyso.org/Programs/programs_VacationWatch.aspx

#hounews #harriscounty #safeholidays #happyholidays #holidays2020

SPAN:

¿Viajas fuera de la ciudad para las vacaciones? ¡La Oficina del Sheriff del Condado de Harris te tiene cubierto! Trixie visitó al Sheriff Ed Gonzalez para aprender más sobre el Programa de Vigilancia Vacacional Gratuita que ofrece una sensación de seguridad a los residentes. ¿Sabías que todos los residentes que viven en el Condado de Harris y áreas no incorporadas pueden inscribirse para esto? Obtenga más información aquí:

www.harriscountyso.org/Programs/programs_VacationWatch.aspx

12.23.20 Reading with the Commissioner (FB, share link on TW & ND)

<https://youtu.be/FksY1L8xS3I>

The time has come for Trixie to say “Goodbye friends!” But before she does, join her and Commissioner Adrian Garcia in reading along to “Merry Christmas, Daniel Tiger” by Angela C. Santomero. Don’t have a book to read this holiday? Remember: Harris County Public Libraries continue to offer their curbside service for you to pick up a book in minutes! Ring in the holidays with an awesome tradition and order a book from a public library near you. Click here to find the closest location to you: www.hcpl.net/locations

#houston #harriscounty #holidays #houstonnews #holidays #holidayseason #happyholidays #holidayreading #readalong

SPAN:

Ha llegado el momento de que Trixie diga "¡Adiós amigos!" Pero antes de que lo haga, únase a ella y al Comisionado Adrian García para leer "The Elf on the Shelf- Una Tradición Navideña" por Carol V. Aebersold y Chanda A. Bell. ¿No tienes un libro para leer este día de fiesta? Recuerde: Las bibliotecas públicas del condado de Harris continúan ofreciendo su servicio de curbside para que usted recoja un libro en minutos! Empiece los días festivos con una tradición impresionante y pida un libro de una biblioteca pública cerca de usted. Haga clic aquí para encontrar la ubicación más cercana a usted: www.hcpl.net/locations

Analytics

	Date	Post Type	Facebook	Instagram	Twitter	Nextdoor
	Fri. Dec. 11	Trixie with the Houston Food Bank	People reached: 1,925 Total Engagement: 116	People impressions: 166 Total Engagement: 23	Impressions: 563 Engagement: 40	Impressions: 8,129 Engagement: 12
	Sat. Dec. 12	Trixie takes a COVID-19 test	People reached: 1,801 Total Engagements: 56	People impressions: 148 Total Engagement: 15	Impressions: 2,985 Engagement: 43	Impressions: 43,353 Engagement: 89
	Sun. Dec. 13	Trixie visits North Shore Rotary Park	People reached: 1,398 Total Engagemnet: 27	People impressions: 160 Total Engagement: 13	Impressions: 768 Engagements: 41	Impressions: 9,262 Engagement: 21
	Wed. Dec. 16	Trixie sits in Commissioners Court	People reached: 1,604 Total Engagement: 64	People impressions: 252 Total Engagement: 31	Impressions: 2,910 Engagments: 97	Impressions: 7,686 Engagement: 9
	Thu. Dec. 17	Trixie gets a flu shot	People reached: 1,751 Total Engagement: 28	People impressions: 155 Total Engagement: 16	Impressions: 2,554 Engagement: 33	Impressions: 6,624 Engagement: 6
	Fri. Dec. 18	Trixie visits seniors	People reached: 1,857 Total Engagement: 140	People impressions: 222 Total Engagement: 22	Impressions: 567 Engagements: 29	Impressions: 6,962 Engagement: 2
	Sat. Dec. 19	Trixie supports a small business	People reached: 1,406 Total	People impressions: 198 Total	Impressions: 406 Engagements: 13	Impressions: 7,468 Engagement: 9

			Engagement: 55	Engagement: 15		
	Sun. Dec. 20	Trixie visits the Veterans Center	People reached: 1,704 Total Engagement: 38	People impressions: 192 Total Engagement: 11	Impressions: 1,317 Engagements: 56	Impressions: 7,602 Engagement: 7
	Tu. Dec. 22	Trixie visits HCSO	People reached: 1,606 Total Engagement: 77	People impressions: 160 Total Engagement: 14	Impressions: 5,649 Engagements: 131	Impressions: 8,832 Engagement: 12
	Wed. Dec. 23	Trixie & Commission er Read Along	People reached: 940 Total Engagement: 46	People impressions: 131 Total Engagement: 13	Impressions: 336 Engagements: 5	Impressions: 7,754 Engagement: 7
Color Codes		Total Engagement:	People Reached: 15,992 Total Engagement: 647	People impressions: 1,784 Total Engagement: 173	Impressions: 18,055 Engagement: 488	Impressions: 113,672 Engagement: 164
Highest Total Engageme nt Per Channel						
Highest People Reached Per Channel		Campaign Total:	Impressions: 149, 503 Total Engagement: 1,472			
Least Engageme nt Per Channel						