

PattenCo: Social Media Content Aug-Sept - Sheet1

KEY:		Red = NEED	Blue text = directions to follow	Black bold text = who shares when									
Date	Time	Copy - Patten	Copy - Lone Survivor	Copy - Camp Hope Charity	Hashtags	Image Patten	Image - Lone Survivor	Image -Camp Hope	Platform	Audience	Boost?	Additional Platform Content	
8/17/16	7 a.m.	We are so thrilled to announce, Texas Grand Ranch, our exceedingly popular multi-acreage property north of Houston, will be able to be a part of the effort to provide hope for our veterans struggling with the unseen wounds of war. Our Homesite Helping Heroes event will be kicking off soon, stay tuned for more details!	---	We are so thrilled @PattenCompanies is to sharing its success from its community, Texas Grand Ranch, with our cause. Stay tuned for details as we kick off a new effort, Homesites Helping Heroes, to rejuvenate passion for our cause	#HHH #HomesitesHelpingHeroes #ProudToBeAPatten #TXGR #CampHope	-Logo/Digital Flyer image. -Link to the FB event page.	--	https://www.youtube.com/watch?v=BeC0C_lgBzE	-FB Screen shot to Instagram	Texas		Screenshot on Instagram, Link to the FB event page in BIO	
8/19/16	7 a.m.	Share Lone Survivor post. Copy: Thank you for sharing our cause @LoneSurvivorFoundation. We are so thrilled for the Homesite Helping Heroes event, too!	After surviving an intelligence-gathering mission in Afghanistan, Marcus Luttrell found comfort in the healing powers of his Texas homeland. Now the very soil that created the foundation for his recovery is home to Texas Grand Ranch. We are proud to be partnering with them to continue the cause for PTSD awareness and recovery for our veterans. Find out more here:	--	#HomesitesHelpingHeroes #ProudToBeAPatten #TXGR #LoneSurvivorFoundation #HHH	--	-Logo/Digital Flyer image. Link to the FB event page.	--	FB, linked to Twitter				
8/21/16	9 a.m. ET	Share Camp Hope post. Copy: Thank you for sharing our cause, we cannot wait for the Homesites Helping Heroes event and appreciate you choosing to partner with us.	---	You've heard his voice blaze through the airwaves. You've seen him up on our construction equipment (hard hats for safety!) Now MEET him and tell him how much you appreciate the cause to help veterans suffering from PTSD. He'll be at the Homesites Helping Heroes event, find out more here: www.homesiteshelpingheroes.com and come hang out with us.	#HomesitesHelpingHeroes #ProudToBeAPatten #TXGR #HHH #CampHope	Image: TBD	--	-Link to the FB event page. Image: TBD	FB, linked to Twitter				
8/23/16	7 a.m.	This isn't a land sale event. This isn't a chance to own property in the coveted rolling terrain of north Houston. This is an opportunity to help our veterans continue to receive the care they need to recover from the invisible effects of war. It's a chance to save a life. Purchase the lots on a first come, first serve basis if you choose, but do it because you believe in the cause. We sure do.	Share Patten Companies post	--	#HomesitesHelpingHeroes #ProudToBeAPatten #TXGR #HHH #LoneSurvivorFoundat	Image: TBD	Image: TBD	--	FB, linked to Twitter, LinkedIn				
8/25/26	7 a.m.	Find out more about the cause we're so honored to share our time and success with at Texas Grand Ranch: https://www.youtube.com/watch?v=BeC0C_lgBzE	--	Be sure to find out how you can be a part of the cause to support veterans returning from war by raising awareness and support for PTSD. <Link to Homesite Helping Heroes FB event page>	#HomesitesHelpingHeroes #ProudToBeAPatten #TXGR #HHH #CampHope	https://www.youtube.com/watch?v=BeC0C_lgBzE	--	Link to Homesites Helping Heroes Event page	FB, linked to Twitter				
8/27/16	7 a.m.	Share Lone Survivor post.	You've heard the story. Read his harrowing account. You've watched the @MarkWahlberg movie. @LoneSurvivor now get ready to meet the man himself. Marcus Luttrell is proud to be a part of the @PattenCompanies Homesite Helping Heroes event	--	#HomesitesHelpingHeroes #ProudToBeAPatten #TXGR #LoneSurvivorFoundation #HHH		TBD						
8/29/16	7 a.m.				#HomesitesHelpingHeroes #ProudToBeAPatten #TXGR #HHH #CampHope								
8/31/16	7 a.m.	"I will never quit. My nation expects me to be physically harder and mentally stronger than my enemies. If knocked down I will get back up, every time. I will draw on every remaining ounce of strength to protect my teammates and to accomplish our mission. I am never out of the fight." -tagged: Marcus Luttrell Meet the man who grew up on Texas Grand Ranch soil and serves to protect you. Find out more here: <linked from on Patten blog>	Share Patten Companies post	--	#HomesitesHelpingHeroes #ProudToBeAPatten #TXGR #LoneSurvivorFoundation #HHH	Marcus Luttrell Photo	Marcus Luttrell photo	--					
9/2/16	7 a.m.	Teaser Video. Have you made your appointment to attend Homesites Helping Heroes? Need to know more about the causes? Check this out:	--	Share Patten Companies video teaser post	#HomesitesHelpingHeroes #ProudToBeAPatten #TexasGrand #HHH #CampHope	Screen grab from video teasing event. Link to video	--	Screen grab from video teasing event, Link to video					
9/5/16	7 a.m.	-Pin Teaser video to top. -Reminder, RSVP for the Homesites Helping Heroes here!	Share Patten Companies teaser video post	--	#HomesitesHelpingHeroes #ProudToBeAPatten #TXGR #HHH #CampHope	TBD	TBD	--					
9/7/16	9 a.m. ET		Share Patten Companies post	--	#HomesitesHelpingHeroes #ProudToBeAPatten #TexasGrand #HHH #CampHope	Created image with name of event and logos/photos of patten/charities/celebrities	Created image with name of event and logos/photos of patten/charities/celebrities	--	Blog, FB and Twitter				
9/9/16	7 a.m.	About the Berry charity, Patten blog	--	We are thrilled to partner our cause with this stunning development in north Texas. Owning property with Patten Companies is more than living your own dream, it's about bringing a community together. Make a difference, choose Patten. <Link to Patten Companies blog post>	#HomesitesHelpingHeroes #ProudToBeAPatten #TexasGrand #HHH #CampHope	Patten Companies blog post, IMAGES TBD.	--	<Link to Patten Companies blog post>	Blog, FB and Twitter				
9/12/16	7 a.m.	About the Luttrell charity, Patten blog	Share Patten Companies post on charity	--	#HomesitesHelpingHeroes #ProudToBeAPatten #TexasGrand			<Link to Patten Companies blog post>	Blog, FB and Twitter				
9/14/16	7 a.m.	Countdown post - 2 day until..	--	We heard there's going to be BBQ at this event. We cannot wait to see you find your dream property, and for our veterans to have more support. Counting down! 2 days! (tag: Patten, Charity, Celebrity. Location: Houston, Texas)	#HomesitesHelpingHeroes #ProudToBeAPatten #TexasGrand	Countdown image	--	countdown image				Post image on Insta, link in BIO to FB event page	

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9/16/16	7 a.m.	Countdown post - 1 day until..		--	#HomesitesHelpingHeroes #ProudToBeAPatten #TexasGrand	Countdown image	countdown image	--	FB, Twitter, LinkedIn			Post image on Insta, link in BIO to FB event page
9/17/16	9 a.m ET	Today's the day! Be sure to arrive early to enjoy some food, and meet our honored guests!	We are thrilled to be out with Patten Companies today not only are you being offered an incredible opportunity to own some of the most stunning properties in North Houston, but you can support causes that value your veterans. Thank you for coming out today, we are excited to see you!	We are thrilled to be out with Patten Companies today not only are you being offered an incredible opportunity to own some of the most stunning properties in North Texas, but you are support causes that value your veterans. Thank you for coming out today, we are excited to see you!	#HomesitesHelpingHeroes #ProudToBeAPatten #TexasGrand	day of event digital flier image	day of event digital flier image	day of event digital flier image	FB, Twitter, LinkedIn	Texas residents		