

HIV Planning Council Social Media Plan 2022

Date	Topic/ Focus	Location	Messaging	Public Health Emergency Preparedness Response (note: YES)	Target Audience	Platforms	Budget	Notes	Measurable Goals	LINKS
JANUARY										https://www.hiv.gov/events/awareness-days
1/1/2024 - Monday	New Year's							COA Holiday		
1/15/2024 - Monday	MLK Day							COA Holiday		
FEBRUARY										
2/1/2024 - Thursday	Black History Month									
2/6/2024 - Tuesday	CTAAFSC Conference	Palmer Event Center (900 Barton Springs Rd. Austin, TX 78704)								
2/7/2024 - Wednesday	National Black HIV/AIDS Awareness Day		2024 THEME Engage, Educate, Empower: Uniting to End HIV/AIDS in Black Communities. #NBHAAD							National Black HIV/AIDS Awareness Day #NBHAAD HIV.gov
2/14/2024 - Wednesday	Valentine's Day									
2/19/2024 - Monday	President's Day							COA Holiday		
2/28/2024 - Wednesday	HIV Is Not A Crime Awareness Day									
	Membership Spotlight -							Zachery Garay		
MARCH										
3/1/2024 - Friday	Women's History Month									
3/7/2024 - Thursday	National Women's & Girls HIV/AIDS Awareness Day event		NWOP (National Week of Prayer) event							
3/10/2024 - Sunday	National Women and Girls HIV/AIDS Awareness Day		2024 THEME Prevention and Testing at Every Age. Care and Treatment at Every Stage. #NWGHAAD							National Women and Girls HIV/AIDS Awareness Day #NWGHAAD HIV.gov
3/17/2024 - Sunday	St. Patrick's Day									
3/20/2024 - Wednesday	National Native HIV/AIDS Awareness Day									National Native HIV/AIDS Awareness Day #NNHAAD HIV.gov; https://www.nnhaad.org/
3/31/2024 - Sunday	Trans Visibility Day									
3/31/2024 - Sunday	Easter									
	Membership Spotlight -									
APRIL										
4/1/2024 - Monday	National Minority Health Month									
4/4/23	National Public Health Day									
4/1/2024 - 4/7/2024 (begins on Monday)	National Public Health Week		2024 THEME: Protecting, Connecting, and Thriving: We Are All Public Health							https://nphw.org/About-NPHW ; https://nphw.org/
4/5/2024 - Friday	Texas Public Health Networking Fair	University of Texas at Austin	Presentation about HIVPC					Speaker: Nathalia		https://utexas.campuslabs.com/engage/organization/texaspublichealth
4/7/2024 - Sunday	World Health Day									
4/13/2024 - Saturday	It's a Birthing Thing	ACC Eastview Campus, African American Cultural Center 3401 Webberville Rd Austin, TX 78702	Austin Public Health's Maternal Infant Outreach Program (MIOP) as we celebrate Black Maternal Health Week.							https://www.eventbrite.com/e/its-a-birthing-thang-tickets-851986744287?aff=oddtcreator
4/10/2024 - Wednesday	National Youth HIV and AIDS Awareness Day									National Youth HIV & AIDS Awareness Day #NYHAAD HIV.gov

