





River Point District

Social Media Content Calendar - Month 4



125 4TH ST N, SUITE 200 LA CROSSE, WISCONSIN 54601
 VENDIADVERTISING.COM

Week	Budget	Image	Facebook & Instagram	LinkedIn
Week 1			<p>La Crosse is home to the longest-running Oktoberfest in the Midwest, which brings 150,000+ visitors and \$15M annually. River Point District is located within walking distance of the festgrounds. #riverpointdistrict</p>	
Week 2	LinkedIn - \$50		<p>River Point District will exemplify principles of sustainable urban design. The neighborhood will respect and conserve resources, support health with plentiful green space and promote economic vitality. Learn more at riverpointdistrict.com. #riverpointdistrict #sustainabledesign</p>	<p>River Point District will exemplify principles of sustainable urban design. The neighborhood will respect and conserve resources, support health with plentiful green space and promote economic vitality. Learn more at riverpointdistrict.com.</p>
Week 3			<p>La Crosse's legacy as a logging and brewing powerhouse is inspiring new generations. With River Point District, this historic river town is staking its claim as tomorrow's premier Mississippi River destination. #riverpointdistrict</p>	
Week 4	LinkedIn - \$50		<p>The #2 Most Exciting Small City in America. That's La Crosse! Business Insider magazine rated La Crosse as a top destination for nightlife, live music, active life options and more. River Point District is sure to take excitement to new heights! #riverpointdistrict #lacrossewisconsin</p>	<p>The #2 Most Exciting Small City in America. That's La Crosse! Business Insider magazine rated La Crosse, Wisconsin as a top destination for nightlife, live music, active life options and more. River Point District is sure to take excitement to new heights! Learn more at riverpointdistrict.com.</p>