

MI CASA ES SU CASA

EVENT OVERVIEW



“Mi Casa es Su Casa” took place on Sunday, April 15, 2018 on the grounds of the Incarnate Word campus. This family-friendly event was hosted by the Sisters of Charity of the Incarnate Word and its ministries the University of the Incarnate Word, The Heritage Center, The Headwaters Sanctuary and CHRISTUS Santa Rosa. Throughout the day, guests enjoyed food trucks and several events took place including mass in the Chapel of the Incarnate Word, tours of the Blue Hole, educational exhibits, musical performances and Matachines groups from all over San Antonio.





Earn service hours at

MI CASA ES SU CASA



Sunday, April 15, 2018

Incarinate Word Campus
10:00 a.m. - 6:00 p.m.

BE A PART OF SAN ANTONIO'S HISTORY AND ENJOY:

- FREE FAMILY-FRIENDLY EVENTS
- LIVE MUSIC & ENTERTAINMENT
- COMMUNITY & NATURE
- CULTURE & HISTORY
- FOOD TRUCKS
- SERVICE



LEARN MORE AT: WWW.SA300CCVI.ORG/FESTIVAL

[Twitter](#) [Facebook](#) [Instagram](#) @UIWCARDINALS



SISTERS OF CHARITY OF
INCARNATE WORD

CHRISTUS
Health

UNIVERSITY OF THE
INCARNATE WORD

The University of the Incarnate Word provides reasonable accommodation with adequate notice.
To request disability accommodation for this event, visit www.incarnateword.edu



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EVENT ATTENDANCE

approx. 700 - 1,000

WEB EXPOSURE

3,835 Total Website Page Views

231 Peak Page Views on 4/15

475 Facebook Event "Interests"

SOCIAL MEDIA EXPOSURE

21,539 Facebook Followers

8,180 Twitter Followers

6,222 Instagram Followers

62 Snapchat Uses

SOCIAL MEDIA POSTS

Facebook Posts on: 4/9, 4/12, 4/14, 4/15, 4/15

Twitter Posts on: 4/4, 4/10, 4/15 (x5)


Instagram Posts on: 4/9, 4/15

MI CASA ES SU CASA

ADDITIONAL ADVERTISING AND PROMOTION

- Promotional Flyer (x2 – general and volunteer – image on opposite page)
 - o Printed flyer for posted throughout campus
 - o Digital flyer on SEC monitors
 - o Table tents in SEC and Dining Hall
- Promotional Video
 - o Circulated on UIW YouTube channel and on Facebook event page
- Digital Billboard Advertisement (image below)
- Print Advertisements in La Prensa and Westside Sol
- Press release sent to: SA Express-News, La Prensa, Today's Catholic, SA Business Journal, KENS-5 TV, WOAI News 4, KABB, KSAT 12
- Story written in UIW newspaper, Logos
- Event was published in community calendars for SA events, MySA, Kens 5, Nowcast, TPR, Wilson County News





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Sunday, April 15, 2018
Incarnate Word - 4301 Broadway
10 a.m. - 6 p.m.