**SAMPLE: Blog Post Promotion Process**

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| **What** | Promotion of all published blog posts |
| **Goals** | To maximize each piece of published content |
| **Who** | * Person 1 - Writes draft posts, Use of FB Groups * Person 2 - Writes Tweets/Facebook updates * Person 3 - Manages and executes process |
| **Tools** | 1. Google Docs (Blog template)  2. Hootsuite, Twitter, G+ |
| **When** | Weekly - Thursdays |
| **Steps** | **Pre Publishing**  1. Social media updates created once post is finalized .(Twitter, G+) - P2  2. Set up to share to list via email. - P3  **Publishing Day**  Once the post is published - within a few hours:  1. Create a Bit.ly or shortened link using your tool of choice - P3  2. Post updates to promote post - P3  a. Tweets are pre-written. Should be scheduled 2-3x for the week of the post at different days/times. - P3  b. G+ update posted to profile. - P3  3. Monitor for comments on post that day and respond if necessary.- P1  **Ongoing**  1. Add to content asset library - P3 |