**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
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| **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+) - P22. 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 - P32. Post updates to promote post - P3a. Tweets are pre-written. Should be scheduled 2-3x for the week of the post at different days/times. - P3b. G+ update posted to profile. - P33. Monitor for comments on post that day and respond if necessary.- P1**Ongoing** 1. Add to content asset library - P3  |