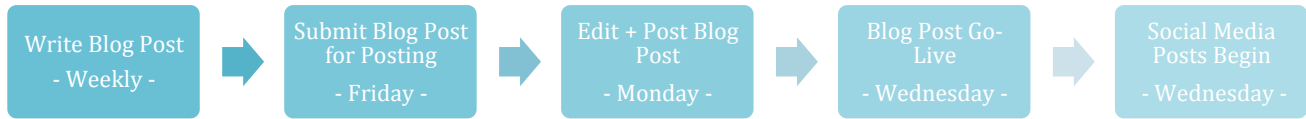


process + template for submission weekly blog or video post



Overview			
Process Overview	<ul style="list-style-type: none"> The information included in this post is for the weekly blog/video post. Wordpress content, MailChimp, and social media posts are all included. Featured image will be specified The words <Insert Link> will be noted wherever a link should be specified Account information is specified below OR see passwords file for account information If post includes a video, video information is noted in step 5 below Facebook and pinterest posts will not be scheduled – They can be posted anytime during the day the post goes-live Twitter posts will be scheduled via Hootsuite 		
Go Live Date	xx-xx-xx	Time to Email via MailChimp	8:00 AM EST
1. Wordpress			
Link to site	User Name/Password		
Post Title			
SEO Tags			
Post Content	Be very specific where things should be linked by using a different color and specifying <Insert Link> . Do this for photos as well.		
2. Shorten Wordpress Link			
Shorten link to include in posts in social media sites. Site to shorten link on can be found by googling "link shortener"			
3. MailChimp Content			
Link to site	User Name/Password		
Campaign/Template	List		
Campaign Name	Email Subject		
Email Content	<ul style="list-style-type: none"> Be very specific where things should be linked by using a different color and specifying <Insert Link>. Do this for photos as well. If there is an ongoing section (e.g., events, etc.) a separate section can be created in this template for that to be noted. 		

4. Social Media Posts

Account	User Name/Password	Posts
Facebook Page <i>Name of Page Here</i>	User Name/Password	<p>Status :: Enter status here <insert link></p> <p><i>Load featured image directly to Facebook, but keep shortened link in status.</i></p>
Facebook Personal	See above	<p>Status :: Enter status here <insert link></p> <p><i>Load featured image directly to Facebook, but keep shortened link in status.</i></p>
Facebook Groups	See above	<p>Group: Status:</p> <p>Group: Status:</p> <p><i>Load featured image directly to Facebook, but keep shortened link in status.</i></p>
Twitter Updates	User Name/Password	<p>Frequency: Schedule 2 posts per day Duration: For one week</p> <p>Tweets Tweet here <insert link> Tweet here <insert link> Tweet here <insert link></p>
Pinterest	User Name/Password	<p>Board: Text: Image: Use featured image or insert here</p>

5. You Tube

Link to site		User Name/Password	
Video Name		Privacy Setting	Public/Unlisted/Private
Video Description			
Annotations	If applicable		