

MAY

Create and unified all social media accounts.

Initiate social media audience growth campaigns based on best social influencer profiles.

Identify the best social media content campaigns.

Solidify social media content production schedule.
Initiate and establish social media partners.

JUNE

Maintain social media audience growth campaigns based on best social influencer profiles (ongoing.)

Establish social media audience growth campaigns and set growth goals.

Define social media partners.

Produce social media content for July 1st deployment.

Identify and select interns or social media coordinator for July 1st social media campaign deployment.

JULY

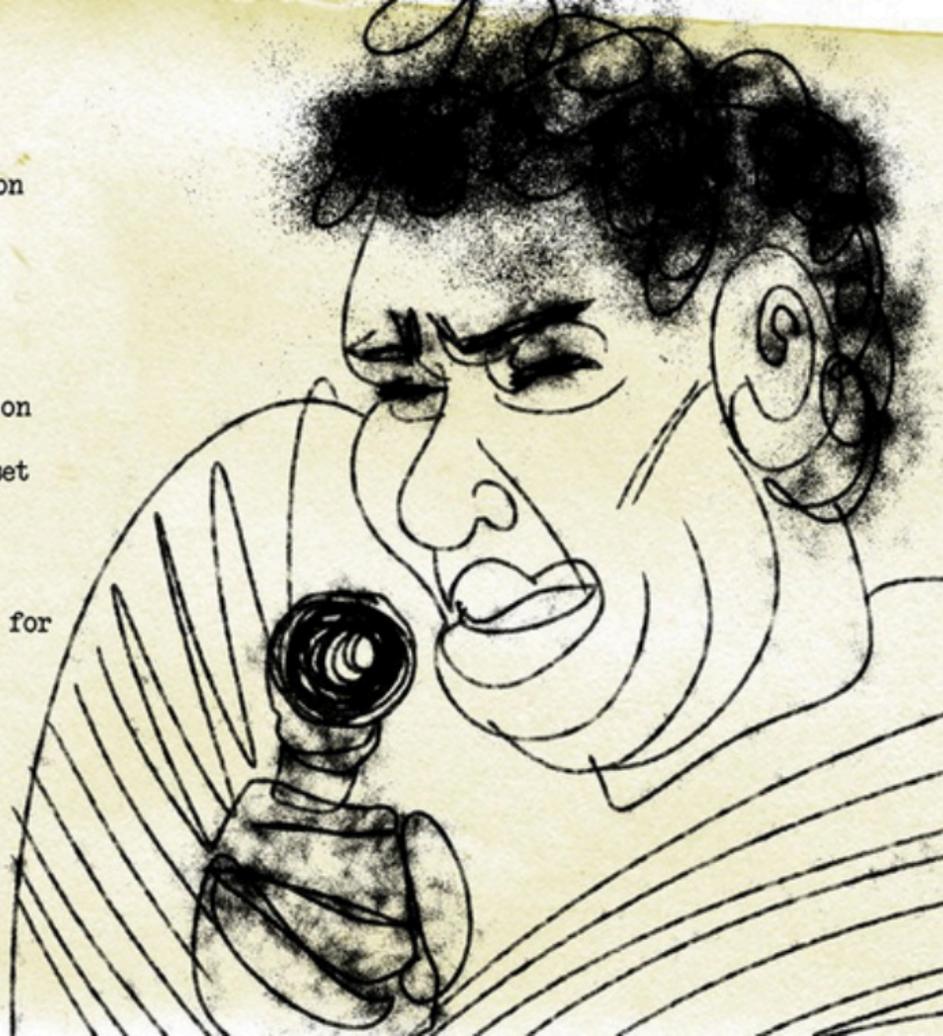
Maintain social media audience growth campaigns based on best social influencer profiles (ongoing.)

Produce and Post social media content (ongoing.)

Define weekly social media growth goals.

Advertise important engagement dates and events.

Prepare for September / October national air dates campaigns.





AUGUST

Maintain social media audience growth campaigns based on best social influencer profiles (ongoing.)

Produce and Post social media content (ongoing.)

Define weekly social media growth goals.

Advertise important engagement dates and events.

Deploy September / October national air dates campaigns.

SEPTEMBER

Maintain social media audience growth campaigns based on best social influencer profiles (ongoing.)

Produce and Post social media content (ongoing.)

Define weekly social media growth goals.

Advertise important engagement dates and events.

Deploy September / October national air dates campaigns.

OCTOBER

Post social media content.

Create a closure social media impact report.