

Social Media Campaign Outline

Jena C. Henry
"The Golden Age of Charli"
8/30/16

I. Training

I can help build and enhance your blog and social media accounts. My ultimate goal for your social media campaign is to help you achieve long-term success by empowering you to manage your online presence after the campaign has ended. Achieving this depends on building your skills and setting time aside to practice throughout the campaign.

We will finalize a start date for the campaign after we complete the strategic stage. **The timelines in this document are based off my suggested start date of Sept. 5.** After the campaign starts, I will send you social media training modules that blend my professional publicity expertise with step-by-step instructions on how to use your online platforms effectively.

In addition to the modules, I will be available for a consultation call every active week of your campaign. It is imperative that you watch the corresponding module (if applicable) and devote time to exploring the site before and after our consultation call.

For a successful campaign, you should devote time every week to working with the social media sites we've covered on our call or in your module. I can help post to these sites while you're still getting comfortable, but I strongly encourage you begin to post at your own pace, so you are comfortable continuing after the campaign is complete.

Date	Week Starting	Training
Sept. 5*	2	Blog training module sent (some updates) Follow up consultation call to focus on generating traffic *Bohlsen Group is closed for the Labor Day holiday, but we will have our consultation call later this week.
Sept. 12	3	Twitter training module sent (some updates) Follow up consultation call to focus on Twitter chats, empowering social media ambassadors
Sept. 19	4	Facebook training module sent (some updates) Follow up consultation call to focus on frequency, groups
Sept. 26	5	Consultation call to revisit Canva, look at other tools
Oct. 3	6	Ongoing: Training proceeds at Jena's needs Consultation call

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Oct. 10	None	Campaign ends
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II. Campaign Calendar

Building and enhancing your presence is an ongoing process. Your campaign will establish the foundation for your online presence. We developed the following brand statement in your Strategic Campaign Plan:

Jena C. Henry took up writing when she retired. Her first book was originally her memoir, but she quickly realized she should switch to fiction to add more pizzazz. Jena currently lives with her husband in Medina, Ohio, and enjoys talking current events over wine with friends and volunteering with non-profit boards in the Cleveland area. She loves spending time with her adult children and dog.

The Golden Age of Charli – RSVP is the first of a series celebrating life’s golden years through a newly retired couple. Charli faces this new phase with a determination to keep the zing in life through connection with family and friends. The novel earned the Rising Star designation from publisher iUniverse.

My recommendations for how we will incorporate this statement into your social media activities are below.

Blogging

The best blogs come from authors who write their own material. I will guide, edit and offer ideas throughout the course of the campaign but I highly encourage your participation. If necessary, I will blog for you; however, I strongly encourage you to be very involved in the process. My voice can never be as authentic as your voice.

This campaign calendar outlines the topics you will be blogging about during the course of your campaign. These are suggestions based on my expertise. If something more relevant or timely arises, you are welcome to blog on those topics instead. I will send you a reminder email as the campaign start date approaches.

Date	Week Starting	Blog Topic	Rationale
Sept. 5*	2	What would Charli read? Sept. 6 is National Read a Book Day. Talk about your favorite books, old and new. You can use this post to link to older review posts.	To be a good writer, you have to be a reader. Sharing your favorites can help visitors relate to you and engage in conversation.
Sept. 12	3	What would Charli learn? Sept. 15 is National Online Learning Day. Describe some things you’ve always wanted to learn more about.	Social media will continue to be covered this month with messages about going back to school. Give people something to share from you on this topic of learning.
Sept. 19	4	What’s next for Charli? Talk about where you are with the next books in the series.	People will be intrigued once they know that Charli’s tale goes on.
Sept. 26	5	What would Charli do? Now that fall is officially here, what are some fun things for retired people to do this season?	Many people may not know all the opportunities out there, so they will be interested in this topic.

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Oct. 3	6	What would Charli do for others? Oct. 5 is National Do Something Nice Day. Describe some ideas for retirees to do good in their communities.	People always connect with narrative, so telling a story about doing good in your community and urging readers to do the same will encourage them to find out more about you.
Oct. 10	None	Campaign ends Other suggestions: write about events you take part in; discuss topics that come up in the news.	Campaign ends Continue to post to your blog to get potential readers interested in you and your book.

Social Media Sites

The most successful social media sites are frequently updated. I will help you build your presence on Facebook and Twitter, the sites identified in the Social Media Introduction, until you are trained on these platforms and are able to update them yourself.

The topics listed here correlate with the suggested blog topic for the week. Once your weekly blog post is published, we will post related messages on Facebook and Twitter to create interest. These sites are a great way to reach out to your existing fan base, interact with influencers, and find new audiences. I will coach you on how to interact with readers and gain feedback during your modules and consultation calls. These topics may change, depending on current or emerging events in social media.

Date	Week Starting	Weekly Keywords	Rationale
Sept. 5*	2	National Read a Book Day Am reading Drop everything and read Books	Continue to establish yourself as an independently published author enthusiastic about writing and books.
Sept. 12	3	National Online Learning Day Back to school Lifelong learning Education E-learning Adult education	Establish yourself as a lifelong learner and an influencer among baby boomers easing into retirement.
Sept. 19	4	Self-publishing Am writing Am editing IARTG Golden Age of Charli Writer's life	Continue to establish yourself as an independently published author who is a great resource on writing and self-publishing.
Sept. 26	5	Fall Autumn October Things to do Retirees Retirement	Establish yourself as an influencer among baby boomers looking for what to do once retirement settles in.
Oct. 3	6	National Do Something Nice Day Be the change Do good Sharing goodness Volunteer Give back	Establish yourself as an influencer among baby boomers looking for what to do once retirement settles in.

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Oct. 10	None	Campaign ends Other suggestions: use the trending topics box to discover new hashtags getting lots of attention; use the Twitter search bar to test whether potential hashtags are being used by other Twitter users.	Campaign ends Continue to use hashtags in your tweets to make your tweets searchable and draw in new Twitter users to your Twitter account and website.
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