

Social Media Campaign Outline

Jena C. Henry
"The Golden Age of Charli--RSVP"
10/7/15

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 Oct. 12.** 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 of)	Week Starting	Training
Oct. 12	2	Blog training module sent Follow up consultation call
Oct. 19	3	Twitter training module sent Follow up consultation call
Oct. 26	Pause	Publicist out of office
Nov. 2	4	Facebook training module sent Follow up consultation call
Nov. 9	5	Training proceeds based on Jena's needs Consultation call
Nov. 16	6	Ongoing: Training proceeds at Jena's needs Consultation call
Nov. 23	None	Campaign ends

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
Oct. 12	2	What was your inspiration for writing <i>The Golden Age of Charli-RSVP</i> ? <i>Blog title example:</i> Non-fiction lacks pizzazz: Why my memoir became a novel	People want to understand your motivation and backstory.
Oct. 19	3	Did retirement frighten you? How did you make it something you enjoyed rather than something you dreaded? <i>Blog title example:</i> 5 steps to make your retirement an adventure, not a horror story	People want to talk about their fears and understand that others share them.
Oct. 26	Pause	Pause	Pause
Nov. 2	4	How has your marriage changed since you retired? What are some ways you and your husband stayed connected to each other through this big change in your lives? <i>Blog title example:</i> How you too can recharge your marriage after retirement	People are always looking for helpful tips online, and you can lead by example.

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Nov. 9	5	List things that you have accomplished or tried in retirement. <i>Blog title example: 7 reasons retirement is the best thing that will ever happen to you</i>	Showing others that it is possible to accomplish great things after retirement can inspire them to do the same.
Nov. 16	6	Explain how you got into self-publishing and talk about the workshops you lead. <i>Blog title example: How to know whether self-publishing is right for you</i>	Others out there may be in a similar situation as you used to be: wanting to write a book but not sure how to go about it. They will benefit from your experience.
Nov. 23	None	Campaign ends Other suggestions: write about events you take part in; discuss topics that come up in the news about retirement or baby boomers.	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
Oct. 12	2	Fiction books Publishing	Establish yourself as an independently published author who is enthusiastic about the book.
Oct. 19	3	Retirement Baby boomers	Show yourself to be part of a growing number of baby boomers approaching life after retirement.
Oct. 26	Pause	Pause	Pause
Nov. 2	4	Marriage Communication	Couples approaching life changes need role models to look up to and know they can make it.
Nov. 9	5	Goals Bucket list	Establish yourself as an example of reaching goals after retirement.
Nov. 16	6	Writing Self-publishing	Establish yourself as an independently published author who is a great resource on writing and self-publishing.
Nov. 23	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.