

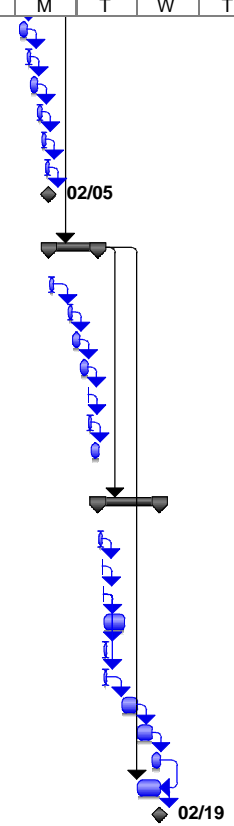
ID	Task Name	Duration	Predecess	January										
				W	T	F	S	S	M	T	W	T		
1	BECOME SOCIAL MEDIA ACTIVE	30 days												
2	Execute Social Media Marketing Project	30 days												
3	Step 1: Define Your Goals	1 day												
4	Identify your goal and objectives for social media marketing (strategy checklist)	0.5 days												
5	Define your metrics to measure success (social media strategy)	0.5 days	4											
6	Step 2: Create Social Media Marketing Strategy	3.5 days												
7	Create social media marketing strategy (based on checklist & template guidelines)	0.5 days	5											
8	Integrate social media strategy with existing Marketing Plan	1 day	7											
9	Communicate social media strategy with Business Employees/Partners	1 day	8											
10	Assign Social Media Manager to implement social media marketing strategy	1 day	9											
11														
12	Step 3: Establish Core Social Media Foundation	15 days	6											
13	Implement Twitter strategy	2 days												
14	Open and read recommended Twitter Guide (Become Twitter Expert)	0.5 days												
15	1. Create Twitter account	1 hr	14											
16	2. Configure Twitter account	1 hr	15											
17	3. Brand Twitter account (change background)	1 hr	16											
18	4. Set-up follower incentive (create Twitter welcome message/web page)	1 hr	17											
19	5. Promote Twitter profile	1 hr	18											
20	6. Implement Tweet strategy	0.5 days	19											
21	7. Set-up auto-follow and auto-reply	1 hr	20											
22	8. Build follower list (daily)	0.5 hrs	21											
23	9. Manage Twitter following and followers daily (Tweetdeck and Twellow)	0.5 hrs	21,22											
24	10. Track Twitter effectiveness (weekly & monthly stats)	1 hr	23											
25	Twitter is ready for use as a social media tool	0 days												
26	Integrate Twitter with Business Blog	0.5 days												
27	1. Add Twitter profile to About Us page on blog	1 hr	25											
28	2. Add links to Twitter on 'Home' page	1 hr	25											
29	3. Add Twitter plugin to blog to automatically Tweet about new posts	1 hr	28											
30	4. Add Twitter stream to your blog (optional)	1 hr	29											
31	5. Use Google Analytics to analyze traffic from Twitter	1 hr	30											
32														
33	Implement Facebook strategy	9 days												
34	Implement consistent branding	0.5 days												
35	Use own picture for personal Facebook account	1 hr												
36	Use own picture or business logo for Facebook Business page	1 hr	35											
37	Complete profile information with rich keywords to support website or blog	2 hrs	36											
38	Choose your Facebook tactics	2 days												
39	Decide on means of communication	2 days												
40	Identify written information to publish that audience will find useful/valuable	1 hr	34											
41	-Setup links to website, sales pages, special promotions	0.5 hrs	40											
42	-To use photos that support your goals and purpose for Facebook	0.5 hrs	41											

Project: Social-Media-Starter-Project	Task		Milestone		External Tasks	
	Split		Summary		External Milestone	
	Progress		Project Summary		Deadline	

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43	-To upload video content to your wall	0.5 hrs	41											
44	-To Publish events like workshops or seminars on your Facebook wall	0.5 hrs	41											
45	-Share other people's posts to connect with people online	0.5 hrs	41											
46	-Comments to other posts and Like posts are good interacting methods	0.5 hrs	41											
47	-Send Direct Messages to followers with Call to Action	0.5 hrs	41											
48	Create an advanced plan based on chosen tactics	0.5 days	47											
49	Create a schedule for weekly Facebook action	2 hrs	48											
50	Train and delegate to PA/Virtual Assistant (VA) to execute Facebook marketing tactics	4 hrs	49											
51	Use tools to integrate other social media and blog with Facebook	4 hrs	50											
52	Plan advanced Facebook tactics	4.5 days	39											
53	Identify audience for Business page and invite people over time	4.5 days												
54	Create/Make Facebook Business page consistent with company image and branding	3 days												
55	Create content plan for Facebook Business page	0.5 days	54											
56	Decide if you want to use Facebook advertising and purpose of advertising campaign	0.5 days	55											
57	Decide what problem you're solving	0.5 days	55											
58	Identify advertising budget	0.5 days	56											
59	Maintain your Facebook Profile and Business page	2 days	53											
60	1. Integrate website/blog content plan with Facebook posting schedule	2 hrs												
61	2. Start following the schedule for posting to your Business page	2 hrs	60											
62	3. Create Facebook advertising campaign (if using advertising)	1 day	61											
63	4. Measure results as per metrics defined (%increase in followers,% increase in traffic)	0.5 days	62											
64	Compelling Facebook presence is established	0 days	62											
65														
66	Implement LinkedIn Strategy	6 days												
67	Create and complete LinkedIn Profile	1.25 days	33											
68	1. Create/update your profile with keyword rich description	2 hrs												
69	2. Configure LinkedIn account	2 hrs	68											
70	3. Expand network with 5 introduction requests to potential Partners or Clients	2 hrs	69											
71	4. Build credibility & strengthen relationships with 5 Recommendation Requests	1 hr	69											
72	5. Join groups relevant to your industry, business, products/services	1 hr	71											
73	6. Accept invites to connect to individuals or become group members 2 x per week	1 hr	71											
74	7. Participate by following tactics (questions-answers, events, recommendations etc)	2 hrs	73											
75	8. Do 1 Poll or 'Ask a Question' to Network and LinkedIn community	2 hrs	74											
76	Integrate LinkedIn with Business Blog	0.5 days	67											
77	1. Add LinkedIn profiles to About Us page on blog	1 hr												
78	2. Add links to LinkedIn on 'Home' page	1 hr	77											
79	3. Integrate blog with LinkedIn application BlogLink (posts published automatically)	1 hr	78											
80	4. Use Google Analytics to analyze traffic from LinkedIn	1 hr	79											
81	Maintain Profile on LinkedIn as selected tool	4.25 days	76											
82	1. Create free Google account	1 hr												
83	2. Setup Google alerts for own company, competitors, discussion of products/services	1 hr	82											
84	3. Create free SocialOomph account	1 hr	83											
85	4. Setup SocialOomph alerts for own company, competitors, mention of products/services	1 hr	84											

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86	5. Include LinkedIn profiles in all business promotions	1 day	85											
87	6. Assign Social Media Manager to represent business on LinkedIn	2 hrs	86											
88	7. If no Social Media Manager, outsource to a Virtual Assistant (VA)	1 day	87											
89	8. Do research of possible groups, contacts or business partners	0.5 days	88											
90	9. Use tools to automate LinkedIn (Hootsuite, Ping.fm)	0.5 days	89											
91	10. Measure results from using LinkedIn (strategy metrics)	0.5 days	90											
92	Business presence is established on LinkedIn	0 days	91											
93														
94	Step 4: Integrate Social Media with Business Blog	4.5 days	12											
95	1. Add all Social Network profiles to About Us page on blog	0.5 days												
96	2. Add links to Social Network sites on 'Home' page	0.5 days	95											
97	3. Become member of 'Share It'; add code to blog to use with each posting	1 day	96											
98	4. Integrate blog with Social Networking sites (posts published automatically)	1 day	97											
99	5. Add Twitter stream to your blog (optional)	2 hrs	98											
100	6. Add Google Analytics for traffic analysis	2 hrs	99											
101	7. Do blog posts 2-3 times per week based on editorial calendar	1 day	100											
102														
103	Step 5: Maintain Visibility through Profiles on Selected Tools	6 days	94											
104	1. Create free Google account (if not done already)	2 hrs												
105	2. Create Google Profile with links to all your sites	2 hrs	104											
106	3. Setup your business profile on Google Places	3 hrs	105											
107	4. Setup (refine) Google alerts for own company, competitors, discussion of products/services	2 hrs	106											
108	5. Create free SocialOomph account (if not done already)	1 hr	106											
109	6. Setup SocialOomph alerts for own name, company, competitors, mention of products/services	1 hr	106											
110	7. Include Social Media network profiles in all business promotions	2 days	109											
111	8. Train Social Media Manager to apply Social Media Strategy and company PR policies	2 days	110											
112	9. Measure SM Strategy implementation using defined metrics (monthly report)	1 day	111											
113	10. Measure which Social Networking activities created results - focus more there	3 days	94,112FF											
114	Social Networking is implemented as a Marketing Tool	0 days	113											



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