

PHASE		DETAILS		PROJECT END																								
		Monday Date Each Week		MAY					JUN					JUL					AUG					SEP				
		1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25					
1	Training & Account Set-Up	- Hootsuite Pro Account Training - Hootsuite Pro Account Set-Up - Google Analytics & Tag Manager Training - Google Analytics Account Set-Up																										
2	Social Media & Website Content Creation & Publication	- Currate Social Media Content - Create & Publish Social Media Content - Write & Review Blog/Newsletter Website Article (Meet the Team) - Publish Blog/Newsletter Website Article (Meet the Team) - Daily Social Media Interactions																										
3	Live Presentation Development & Promotion	- Research Presentation - Write Presentation - Review & Approve Presentation - Promote Presentation on Social Channels & Website																										
4	Evaluation & Measurement	- Review Hootsuite Analytics - Review Google Analytics - Review Presentation Event Success - Create/Update URL Tags for Social Media																										
5	Milestones	- "Meet the Team" Series Launch - Hootsuite Midpoint Performance Review - Google Analytics Midpoint Performance Review - Presentation Event Launch - Final Plan Success Review																										