15th November 2015

Confidential

Action Plan Club

By Robert Middleton, Action Plan Marketing Excerpt: Social Media Marketing Plan

This plan is based on the interview with Jason O’Brien and Gemma Brady on Socail Media and gives an outline of the steps to getting a social media plan into action. This is very much the plans we intend to follow in the future. The report written by Jason and Gemma is included at the end of this document. In about an hour a day or less, you can get the word out about what youre up to, to thousands of people. Make sure to read the report first before you start implementing your plan. A social media guide has been emailed to all staff. Contact Vincent if you have not received it.

Part 1: Lay the Foundation for Your Social Media Networking

Sign up for LinkedIn – <http://www.linkedin.com>. Complete the profile according to directions.

Sign up for Facebook – <http://www.facebook.com>. Complete the profile.

Sign up for Twitter – <http://www.twitter.com>. Complete the sign up form as required.

Start Up a Blog – <https://www.typepad.com/>

You can use TypePad for the platformm or choose your own format. With a blog you will need to not only sign up, but design your page. If you are not technically savvy, you will need some help with this.

You don’t have to make your blog blog fancy. Someone should be able to do it for you in a few hour. For more information on setting up and using a blog, please check the social media guide.

Sign up for Feedburner – <http://www.feedburner.com> This will distribute your blog posts to search engines and other places.