

Great Lakes Stimulus PR and Social Media Plan

Monday, July 6	Tuesday, July 7	Wednesday, July 8	Thursday, July 9	Friday, July 10
	Press releases out (including opt-in local Mayor versions)	Talking Point #2 posted on LinkedIn, Twitter and Facebook	Talking Point #3 posted on LinkedIn, Twitter and Facebook	Press release resend?
	Talking Point #1 posted on LinkedIn, Twitter and Facebook			Talking Point #4 posted on LinkedIn, Twitter and Facebook
Monday, July 13	Tuesday, July 14	Wednesday, July 15	Thursday, July 16	Friday, July 17
Talking Point #5 posted on LinkedIn, Twitter and Facebook	Interview and editorial board outreach	Talking Point #7 posted on LinkedIn, Twitter and Facebook	Talking Point #8 posted on LinkedIn, Twitter and Facebook	Talking Point #9 posted on LinkedIn, Twitter and Facebook
	Talking Point #6 posted on LinkedIn, Twitter and Facebook			
Monday, July 20	Tuesday, July 21	Wednesday, July 22	Thursday, July 23	Friday, July 24
Talking Point #10 posted on LinkedIn, Twitter and Facebook	Talking Point #11 posted on LinkedIn, Twitter and Facebook	Talking Point #12 posted on LinkedIn, Twitter and Facebook	Talking Point #13 posted on LinkedIn, Twitter and Facebook	Talking Point #14 posted on LinkedIn, Twitter and Facebook
Monday, July 27	Tuesday, July 28	Wednesday, July 29	Thursday, July 30	Friday, July 31
Talking Point #15 posted on LinkedIn, Twitter and Facebook				