**ATTACHMENT C – Work Plan Template**

Use this template for your Work Plan.

The items in italics are for illustration purposes only.

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| **Objective:**  | **Implement social media campaign.**  |  |
| **Activity**  | **Expected Start Date**  | **Expected End Date**  | **Measure**  | **Responsible Staff**  |
| *Identify appropriate social media platforms.*  | *9/1/2021*  | *9/31/2021*  | *Identification of three social media platforms.*  | *Communications Director*  |
| *Develop and post content (social media messages)*  | *10/15/2021*  | *6/30/2023*  | *Posting one unique message on social media platforms each week.*  | *Social Media Manager*  |
| *Etc.*  |  |  |  |  |

Applicant can download fillable forms from the MHHD website at [MHHD Grant Documents](https://health.maryland.gov/mhhd/Pages/MHHD-Grant-Documents.aspx)