**ATTACHMENT C – Work Plan Template**

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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.  |   |   |   |   |