**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. |  |  |  |  |