

**SOCIAL
INNOVATION
COMMUNITY**

TOOL TEMPLATE: PR PROMOTIONAL PLAN

References: LocalVox

Right timing and ways of delivery of the press release are crucial for getting published and having the great results.

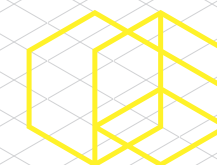
Complexity: Medium
Time required: 60 minutes
Material required: A4 papers, pen

What is it for?

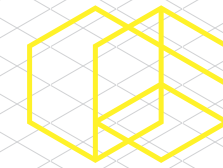
This PR promotional plan will lay out steps before your release goes to the public and what to do once it has been released.

How to use it?

Use the template to plan the dates and delivery methods. You can always adapt the template to better fit your social innovation needs



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ASSET	TIMING	DELIVERED TO/AT (URL/MAILS)
<p>Press Release: When release and blog post (landing page) will be distributed for top contributors input.</p>		
<p>Press Release Final Edits Due: Guarantee your press release can stay on schedule by putting a due date on edits.</p>		
<p>Press Release Scheduling: Make sure your press release is scheduled for release on the appropriate channels.</p>		
<p>Press Page Release: Have a short paragraph written up with a link to your press release and optimize for SEO on your press page.</p>		
<p>Social Promotion Scheduled: Time your first tweet with your press page update and include additional promotion on Twitter, Facebook, Google+ and LinkedIn throughout the day with appropriate images.</p>		
<p>Customer communication: Craft an email that will energize your customers and lead with the benefits of the release.</p>		