

## Sample Social Media Game Plan

TYPE	TIME/DAY	WHEN/WHAT INTERVALS	MY REASON FOR USING
E-mail	3x/day, 15 minutes per session	<ol style="list-style-type: none"> <li>1. First thing at my desk</li> <li>2. Lunch break</li> <li>3. End of day</li> </ol>	Communicate directly and privately with clients, colleagues, editors, students, friends, and family
Google Reader	Daily, 10-20 minutes	First thing in the morning/at my desk.	Access everything I want to read online in this one easy-to-use interface. I intend to start my day with this activity, as it may inform what I want to blog and tweet about, or mention on Facebook.
Blog	Spend an hour every week writing 3-5 blog posts for the week.	Sunday evening, 8-9 p.m.	Share knowledge; express myself; create discipline around my writing rhythms; dialogue with readers, and learn more about my topic.
Facebook	2x/day, 5 minutes per session	Whenever I have been writing for two hours or more and need a break.	Share inspiration, news, questions, ideas, updates about my life and work; connect with people I care about all over the world; announce events, opportunities, publications; invite dialogue about topics I'm passionate about.
Twitter	2x/day, 5 minutes per session	Whenever I have been writing for two hours or more and need a break.	Share interesting, informative news, insights, and links related to my platform.
GoodReads	Not more than 1x/week	When I've read something that I want to review, or want to learn what my community recommends.	Inspiration and education: learn from my community what I might want to read next; offer feedback about what I'm reading and intend to read.
LinkedIn	Not more than 1x/week, 15 minutes	Fridays, 3:15-3:30	Keep in touch with colleagues; ensure that my latest professional accomplishments are communicated effectively.