**Social Media Plan**

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| --- | --- |
| **Project/Event:**  |  |
|  |  |
| **Date Range:** |  |
| **Overall goals:**  |  |

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| --- | --- | --- |
| **Partners:**  |  | **KEY: Channels for Coverage** |
| **Name:** | **Email:**  | **Phone:**  |  | * Facebook – FB
* Twitter - TW
* Instagram - IG
* UHCL Homepage - HP
* UHCL Newsroom - NR
* YouTube - YT
* LinkedIn - LI
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| **Date** | **Channel** | **Copy** | **Image?**  | **Done** |
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