**Launching In A Car With IPR**

**Platforms:**

* YouTube
* Twitter
* Facebook
* LinkedIn
* Instagram
* Email

**Steps:**

1. Create social media posts
   * **YouTube** – Upload the video privately the switch it over to public the morning of launch. Officially launch video at 9 a.m.
   * **Twitter** – Schedule one tweet with social media clip attached to Hootsuite, complete with properly tagged individuals and our hashtag, #InACarWithIPR. With the clip, provide the link to the full video on YouTube
   * **Facebook/LinkedIn** – Repeat posting the clip and link to full YouTube video to Facebook and LinkedIn
   * **Instagram** – Upload relevant graphic with call to action at the end of the post. Add video link to Instagram bio
2. Email link with instructions to the Board
   * Interact with posts when posted
3. Email information to media contacts
   * Interact with posts when posted
   * Share stories whenever published

**Guidelines:**

* Post episode for one month
* Properly tag individuals and hashtag all posts
  + Twitter – @tmccorkindale
  + Facebook – Tina Bobe McCorkindale
* Have communications assistant create four Twitter posts to schedule in Hootsuite each week
* Use same posts for Facebook and LinkedIn and schedule in Hootsuite
* Use emojis only when appropriate
* See more post examples on page 3