



## A Day in The Life of 3 CrowdRiff Users:

What Are The Workflows of These Social,  
Website & Digital Marketing Managers?

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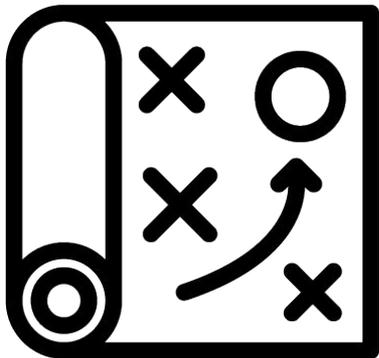
Visit Southlake



  @visitsouthlake

 @visitsouthlaketexas

## Workflow



**MAKE IT  
HAPPEN**

# The Game Plan

- Remember Content Focus Areas
  - Brand Awareness
  - Day Trips
  - **Health & Safety**
  - Hotels
  - Meetings & Event Planning
  - Shopping and Dining
  - Special Events
- Think Evergreen Whenever Possible
- Repurpose with Intention



# Schedule

- Annual
  - High-level planning with monthly themes and key dates.
- Quarterly
  - Detailed planning with initiatives and campaigns.
- Monthly/Weekly
  - Content drafted with images and “backup” supplemental post.
  - Refresh galleries.
- Daily
  - Scan for new assets.



# Make It Happen: Organization (Smartsheet)

Complete?	Target Publication or Completion Date	Media Type - Publication	Initiative	Social media or other copy	Content Image	Comments / Notes	Campaign	Responsible	Planned Start
			- January 2020						
			- Week 1: December 30 - Jan 4						
<input checked="" type="checkbox"/>	12/30/19	Social - Instagram and Facebook	Brand Awareness - Holidays	#TFW you realize the holiday season is almost over. What has been your favorite holiday memory this year? #VisitSouthlakeTexas @mabltackett					12/30/19
<input checked="" type="checkbox"/>	12/31/20	Social - Instagram	Brand Awareness - Holidays	It's the final day of 2019 ... here's a look back at some of our top posts of the year. We can't wait to make new memories with you in 2020! #VisitSouthlakeTexas #2019BestNine					12/31/19
<input checked="" type="checkbox"/>	01/04/20		Brand Awareness	A Saturday stroll in Southlake? ... Perfect! #VisitSouthlakeTexas @littlepiceofchic					1/4/20

# Make It Happen: Crowdriff Sidekick



Forward	Alt+Right Arrow
Reload	Ctrl+R
Save as...	Ctrl+S
Print...	Ctrl+P
Cast...	
Translate to English	
 Save to CrowdRiff	
View page source	Ctrl+U
Inspect	Ctrl+Shift+I
<p>#southlakestyle          #southlakemoms          #southlaketownsquare          #southlakecarroll</p>	

