

Promote Your Content

Map your distribution channels, platforms, and design needs.

Where and how will this content be distributed once completed?

Keep your audience and goal in mind. Only post content where you are certain your audience will see it.

INTERNAL PROMOTIONS

- | | |
|---|---|
| ☐ Promote in email signature | ☐ Staff share on personal feeds |
| ☐ Internal newsletter | ☐ Highlight during company meeting |
| ☐ Other: _____ | ☐ |

Social media platforms (internal)

EXTERNAL PROMOTIONS

- | | |
|---|--|
| ☐ Display ads | ☐ Events |
| ☐ Email newsletter | ☐ Paid social media |
| ☐ YouTube / video ads | ☐ Sponsored emails |
| ☐ Organic social media | ☐ Third-party platforms |
| ☐ Other: _____ | ☐ |

Organic social media platforms

Paid social media platforms

Third-party platforms

DESIGN ELEMENTS NEEDED

- | | |
|---|---|
| ☐ Imagery for content pieces | ☐ Paid social ad imagery |
| ☐ Organic social imagery | ☐ Digital ad imagery |
| ☐ Email signature image | ☐ Other: _____ |