

DESIGN FOR COMMUNICATION		BLOG TITLE (IDENTIFIES SPECIFIC TOPIC OR PAIN)	TARGET AUDIENCE (PERSONA)	KEYWORD(S) OR PHRASE	OFFER OR CALL TO ACTION (CTA)	BLOG CONTENT - INITIAL DRAFT
1ST WEEK						
Author:						
Due Date:						
2ND WEEK						
Author:						
Due Date:						
3RD WEEK						
Author:						
Due Date:						
4TH WEEK						
Author:						
Due Date:						
SPECIAL ANNOUNCEMENT						
Author:						
Due Date:						
OTHER - RETWEETS - MISC						
Author:						
Due Date:						
CRITICAL COMMUNICATION						
Author:						
Due Date:						
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