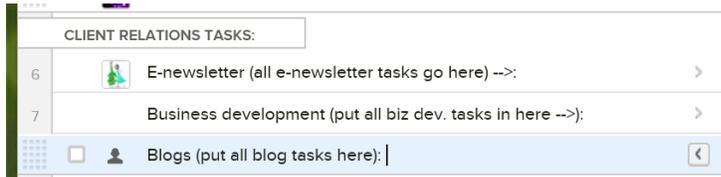


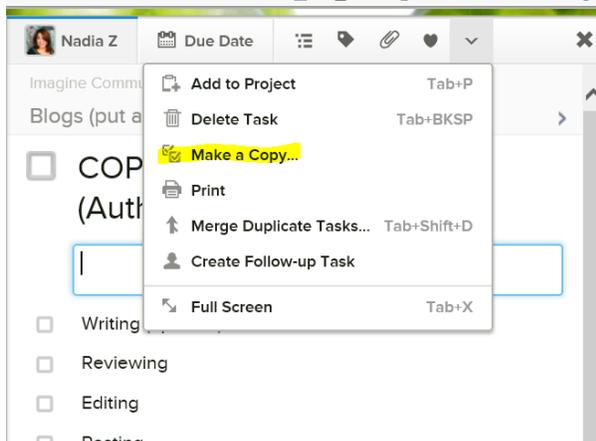
Navigate to the Imagine Communications project in Asana and select “Blogs” under Client Relations Tasks.



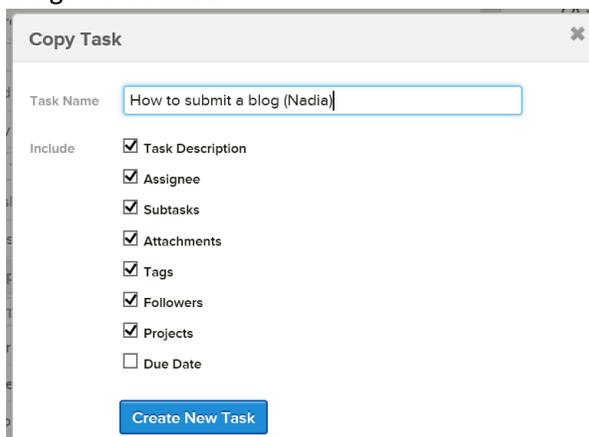
Select a new this task:



Make a copy of the task:



Rename the task to the blog title (your name) and create a new task. Make sure the main task is assigned to Nadia.



The subtasks in the task are the steps taken to post a blog. The writing step was added for those who wanted a task assigned to them to write a blog or if we came up with a topic that we wanted someone to write a blog about. If you do not need this step, ignore it.

There is also a subtask to find image. Attach the image you want to use for the blog in this task. If you do not have one in mind, visit www.thinkstock.com to find one and nicely ask someone in Graphics to download it for you.

Once you have a completed blog, attach it under the Reviewing task and assign to Nadia. All blogs should include the following:

- **Signature:** (name) is a/an/the (title) at Imagine Communications. You also have the option to do something fun with the signature as it relates to the blog content. For example, if you wrote about a business book that Seth Godin wrote, you could use “Director of Client Relations [Megan](#) loves books and has had a crush on Seth Godin for years.” *Note: your name should be hyperlinked to your email address.*
- **Categories:** One to three suggested categories. Categories are the sections under which the blog is filed. It’s usually your name and a couple main topics that the blog applies to, like Business Lessons or Public Relations.
- **Tags:** Five to seven suggested tags. Tags are more specific to the blog content and contribute to SEO and broader search results. They can be words or phrases. For example, a blog about Michigan State football would include the tags Michigan State, college football, NCAA, Spartans, Cotton Bowl Champions, etc.
- **Hashtags:** One to three suggested hashtags for Instagram and Twitter.
- **Image:** Image relevant to the content. You can search on Thinkstock.com if you don’t have one available and request the image from Graphics.
- **Hyperlinks, hyperlinks, hyperlinks:** If you reference an article, link it. If you reference another company, link it. If you reference a product, link it. If you reference a movie, link it.

- Writing (optional)
- Find image
- Reviewing
- Editing
- Posting
- Sharing on Facebook, Twitter, Inst

Once the blog and additional information is received, it will be reviewed and sent for editing. The edited version will be posted and shared via social media.

TARGETING KEY INDUSTRIES

We want to write more blogs that specifically target the key industries we want (more) business from: unions/associations, libraries and hotels. We can expand this list, but I would like to see us start here. To do so, we can use current events as case studies applying our knowledge and expertise in marketing. For example, I just wrote a blog (to be published soon) about the recent Seattle Library re-branding debacle. I used the example to talk about branding and intertwined the Imagine philosophy. Using our services as a starting pointing and then intertwining our expertise is the key to a blog like this. Once we have a few

of these in the hopper we can look at targeted social advertising as well as even targeting industry blogs to re-post our work. If you want to write a blog like this, let's talk.

SHOWCASING OUR WORK

We have done a few of these, but I want to see more. These don't need to be long but need to simply include a project, what problem it solved for a client and our strategy behind the work. Any results, if we know them, are great here as well.

HOW-TO

Here are some simple ideas for a blog like this:

1. How to use hashtags
2. How to ask for referrals
3. How to use testimonials
4. How to prepare for a photo shoot
5. How to rebrand*
6. How to talk to media**
7. How to design your website*
8. How to use infographics
9. How to take a selfie
10. How to tell if something is newsworthy***

*These would be in the "here's what you should to do, here's what to expect" vain, rather than how to actually do it.

**A top 5 list of tips; we already have something we give clients and this could be a snapshot or infographic.

If you are still stuck for an idea, ask for help. We love brainstorming!