

2016

January

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
28	29	30	31	01 •Prepare 50 Burt's Bees Classic Gift sets and gift cards.	02	03
04 •Identify 50 bloggers •Purchase Mailchimp service for 12 months	05 •Identify 50 bloggers	06 •Identify 50 bloggers •Complete Qualtrics survey	07 •Identify 50 bloggers	08 •Identify 50 bloggers	09	10
11 •Newsletter •Send Burt's Bees Classic Gift Sets to bloggers	12	13	14 •Determine Employee workshop location	15	16	17
18 •Initiate to check in with bloggers and share their sites across Burt's Bees platforms	19	20	21	22	23	24
25 •Finish checking in with bloggers and sharing their sites	26 •Issue second survey to bloggers	27	28 •2pm Employee work shop	29	30	31
01	02	Notes: •Promote products via 50 bloggers' review and share on their blogs in this quarter.				

2016

February

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
01 •Initiate promotable blogging and product reviews	02	03	04	05	06	07
08	09	10	11	12	13	14
15 • Newsletter	16	17 •Hire a social media coordinator	18	19	20	21
22	23	24	25 •2 pm Employee work shop.	26	27	28
29 •Send \$25 gift card to each blogger after writing a review or feature article	01	02	03	04	05	06
07	08	Notes: •Promote products via 50 bloggers' review and share on their blogs in this quarter.				

2016

March

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
29	01 •Respond to comments, questions and reviews via social media for one hour	02 •Respond to comments, questions and reviews via social media for one hour	03 •Respond to comments, questions and reviews via social media for one hour	04 •Respond to comments, questions and reviews via social media for one hour	05	06	
07 •Initiate to post Burt's Bees' questions and fun facts through social media	08	09 •Examine bloggers' reviews	10 •Examine bloggers' reviews	11 •Finish posting questions and fun facts	12	13	
14 •Newsletter •Initiate to tackle backlash and concern on social media	15	16	17	18	19	20	
21	22	23 •Post a quarterly accomplishment	24	25	26	27	
28 •CEO motivational speech •Contest pre-launch for social media	29 •Generate excitement for future plans	30 •2 pm Employee work shop	31 •Specialized Qualtrics survey to bloggers after product reviews	01	02	03	
04	05	Notes: •Promote social media messages through Twitter, Facebook and Instagram each day. coordination one hour per workday				•Conduct social media	

2016

April

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
28	29	30	31	01 •Social media contest begins	02	03
04 •Social media contest pre-launch •Use hashtag on Burt's Bees' social media platforms	05 • E-mail to key customers and social influencers for contest	06 •Restructure existing Twitter presence	07 •Restructure existing Facebook Fun Page	08 •Restructure existing Instagram Page	09	10
11 •Newsletter	12	13	14 •Collect Qualtrics survey responses	15 •Collect Qualtrics survey responses	16	17
18 •Collect Qualtrics survey responses	19 •Initiate to interact with contest participants	20 •Qualtrics survey evaluation and analysis	21 •Qualtrics survey evaluation and analysis	22 • Initiate to evaluate the outcome based on Qualtrics survey	23	24
25 •Qualtrics survey evaluation and analysis	26 •Qualtrics survey evaluation and analysis	27 •Qualtrics survey evaluation and analysis	28 •2 pm Employee work shop. •Conclude blogging outcomes	29 •Report blogging evaluation	30 •Social media contest ends. • Announce social media contest winners	01
02	03	Notes: •Promote social media messages through Twitter, Facebook and Instagram each day. •Hold a social media contest in this quarter. •Conduct social media coordination one hour per workday				

2016

May

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
25	26	27	28	29	30	01
02 <ul style="list-style-type: none"> •Prepare 3 giftboxes •Social media contest completion 	03 <ul style="list-style-type: none"> •Seek estheticians for Spa day 	04 <ul style="list-style-type: none"> •Seek estheticians for Spa day 	05	06 <ul style="list-style-type: none"> • Send giftboxes to social media contest winners 	07	08
09 <ul style="list-style-type: none"> •Newsletter •Establish strategy and tactics for Spa Day event 	10 <ul style="list-style-type: none"> •Hire estheticians for Spa day 	11	12 <ul style="list-style-type: none"> •Contact Ulta for spa day event •Two event locations 	13	14	15
16 <ul style="list-style-type: none"> • Contact a non-profit organization for employees' volunteer work. 	17 <ul style="list-style-type: none"> •Determine two event locations 	18 <ul style="list-style-type: none"> •Discuss event details with Ulta 	19	20 <ul style="list-style-type: none"> •E-mail staff about spa day event 	21	22
23 <ul style="list-style-type: none"> •Promote Spa Day to customers via social media 	24 <ul style="list-style-type: none"> •E-mail customers about Spa Day event •Rent venues 	25	26 <ul style="list-style-type: none"> •2 pm Employee work shop. 	27	28	29
30	31	Notes: <ul style="list-style-type: none"> •Promote social meida messages through Twitter, Facebook and Instgram each day. 				

2016

June

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
30	31	01 •Examine popularity of the trending hashtag	02 •Examine popularity of the trending hashtag	03 •Examine popularity of the trending hashtag	04	05
06 •E-mail employees for volunteering the non-profit organization	07 •Create promotional signs for each location	08	09	10	11	12 •Assure gift bags are made for Spa day
13 •Newsletter	14	15	16	17	18 •Bring items to Ulta location	19 •Spa Day held at Ulta
20	21	22	23 •Generate excitement for future plans	24 •Post a quarterly accomplishment	25	26
27 •CEO motivational speech •Encourage employees for volunteering	28	29 •2 pm Employee work shop	30	01	02	03
04	05	Notes: •Promote social media messages through Twitter, Facebook and Instagram each day. •Conduct social media coordination one hour per workday month. • Host a Burt's Bees spa day in this month.				

2016

July

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
27	28	29	30	01 •Plan goals and strategy for video	02	03
04 •Collection of customers' Spa Day feedbacks begins	05	06 •Establish goals and strategy for virval video	07 •Interviewees for video	08 •Interviewees for video	09	10
11 •Newsletter •Select interviewees for video	12 •Select filming locations •Filming equipment	13 •Determine venues	14 •Initiate to video production •Initiate filming	15	16	17
18	19	20	21 •Filming ends •Video editing	22 •Video editing	23	24
25 •Video editing	26 •E-mail to customers and social media	27	28 •2 pm Employee work shop. •Video pre-launch	29 • Video launches on Youtube	30	31
01	02	Notes: •Promote social meida messages through Twitter, Facebook and Instagram each day. •Create a video to show the Burt's Bees grassroots in this quarter.				

2016

August

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
01 •Video link available in Burt's Bees social media platforms	02 •Initiate to popularize video through social media	03	04	05	06	07
08	09	10	11	12	13	14
15 •Newsletter	16	17	18	19	20	21
22	23	24	25 •2 pm Employee work shop.	26	27	28
29 •Check number of video views	30 •Check video comments	31 •Check video comments	01	02	03	04
05	06	Notes: •Promote social meida messages through Twitter, Facebook and Instgram each day. •Conduct social media coordination one hour per workday				

2016

September

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
29	30	31	01 •Video evaluation and analysis begin	02	03	04
05	06	07	08	09	10	11
12 •Newsletter	13	14	15 •Video evaluation and analysis end	16	17	18
19 •Report video evaluation and analysis	20	21	22 •Post a quarterly accomplishment	23	24	25
26 •CEO motivational speech	27	28	29 •2 pm Employee work shop.	30	01	02
03	04	Notes: •Promote social media messages through Twitter, Facebook and Instagram each day.				

2016

October

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
26	27	28	29	30	01	02
03	04	05	06	07	08	09
10 •Newsletter	11	12	13	14	15	16
17	18	19	20	21 •Report video evaluation	22	23
24	25	26	27 •2 pm Employee work shop.	28	29	30
31	01	Notes: •Promote social meida messages through Twitter, Facebook and Instgram each day.				

2016

November

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
31	01	02	03	04	05	06
07	08	09	10	11	12	13
14 •Newsletter	15	16	17	18 • Employee volunteering attendance	19	20
21 •Design a survey for employees	22	23	24 •2 pm Employee work shop.	25	26	27
28	29 •Finalize and pretest employees' survey	30	01	02	03	04
05	06	Notes: •Promote social media messages through Twitter, Facebook and Instagram each day. •Track customers' social media messages and feedbacks after the spa day each day.				

2016

December

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
28	29	30	01 •Employees' internal survey begins	02	03	04
05 •Examination of media impressions social media begins. •Check numbers of shares across socail media platforms	06 •Check numbers of shares across socail media platforms	07 •Check numbers of shares across socail media platforms •Employees' survey ends	08 •Check numbers of shares across socail media platforms •Collect survey feedbacks	09 •Examination of media impressions social media ends. •Collect survey feedbacks	10	11
12 •Newsletter •Data analysis begins	13	14	15	16	17	18
19 •Prepare annual report	20 •Host an open dialogue forum amongst employees	21 •Post a quarterly accomplishment	22	23 •Data analysis ends	24	25
26 •CEO motivational speech	27	28	29 •2 pm Employee work shop.	30 •Annual report	31	01
02	03	Notes: •Promote social meida messages through Twitter, Facebook and Instgram each day. •Track customers' social media messages and feedbacks after the spa day each day.				