

United Methodist Men Of North Georgia

Prison Ministry

Content Marketing Distribution Checklist

Purpose: To provide plan for Prison Ministry distribution of content over social media channels, e.g. articles, flyers, announcements.

Date Prepared: Jan 21, 2022

Prepared by: Ike Moore

Basic Details	
Name of content	Prison Ministry SMART Goals 2022
Registration page	UMM Prison Ministry SMART Goals: http://www.new.youngbossinc.com/pmforum/prison-ministry-smart-goals/
Blog post URL	
Customized shortened link	
Personal outreach	<input checked="" type="radio"/> Yes / No
People to contact	Church visitation and promotion by leadership
Twitter	<input checked="" type="radio"/> Yes / No
Date to Start Promoting	March 2022
People/companies to reference	
Hashtags to use	@UMMenNGa
Sample Tweets	
Instagram	<input checked="" type="radio"/> Yes / No
Date to Start Promoting	March 2022
People/companies to reference	
Hashtags to use	#ummenga
URL	https://www.instagram.com/ummenga/
Facebook	<input checked="" type="radio"/> Yes / No
Date to Start Promoting	March 2022
Company page to tag	UMMenNGa
People to tag	facebook.com/UMMenNGa -- Main page
Is there a video or photo to share?	
Status updates	http://www.new.youngbossinc.com/pmforum/prison-ministry-smart-goals/
LinkedIn	<input checked="" type="radio"/> Yes / No
Date to Start Promoting	
Personal Status Update	
YouTube	<input checked="" type="radio"/> Yes / No
Date to Start Promoting	March 2022 UMMenNGa - Youtube Channel - https://www.youtube.com/channel/UC_y-lqVjn320NyAwWNO_OHQ

Tags	UMMenNGa Channel
Slideshare	<input checked="" type="radio"/> Yes <input type="radio"/> No
Date to Start Promoting	
Post full version or excerpt	
Tags/keywords to use	
Call to action	
Flickr	<input checked="" type="radio"/> Yes <input type="radio"/> No
Details	https://www.flickr.com/photos/189570541@N07/
Pinterest	<input checked="" type="radio"/> Yes <input type="radio"/> No
Date to Start Promoting	
Tags	
Board to post to	
Press Release	<input checked="" type="radio"/> Yes <input type="radio"/> No
Date	March 2022 See Email Blast Listing Below
URL of release	
Email Signature	<input checked="" type="radio"/> Yes <input type="radio"/> No
Details	Added Prison Ministry Email Signature to my UM Men account
Email Newsletter	<input checked="" type="radio"/> Yes <input type="radio"/> No
Date(s) to run	
Description	
Include as a link/call to action	<input checked="" type="radio"/> Yes <input type="radio"/> No
URL(s)	NOTES: <ul style="list-style-type: none"> • Is this content an update to other content you have published? Include a link to the new post from the older post. • Would this content make a good call to action in previous or future blog posts or other content?
Description	http://www.new.youngbossinc.com/pmforum/prison-ministry-smart-goals/

UMM Prison Ministry 2022 Email Blast Listing:

<u>Date</u>	<u>Subject</u>
March 6	Hold the date! UMM Prison Ministry Kickoff 2022
March 29	Prison Ministry Kickoff 2022 – Pastors and Leaders Promotion Packet
April 6	Prison Ministry Kickoff 2022 – Online Registration for representatives
Touches - May = 2	
June = 3	
July = 3	
August = 5	