





## Action Plan Example:

Goal	Action Steps	Date to complete	Results	Responsible Person
<b>Add 120 pieces of content to digital platform by April 5</b>	<ul style="list-style-type: none"> <li>Develop a content calendar aligning content, blogs, newsletters, videos, external sources</li> </ul>	February 1		Erica, Asti, Mandy
	<ul style="list-style-type: none"> <li>Write 50 snippets based on MP</li> </ul>	March 16		Erica
	<ul style="list-style-type: none"> <li>Identify at least 75 blogs that align to topics in content calendar</li> </ul>	February 10		Asti
		February 15		
<ul style="list-style-type: none"> <li>Review of all content in the platform for quality</li> </ul>	March 20		Robin	

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