# Content production

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| **Action** | **Who** | **Planned** |
| Distribute to virtual team for evaluation   * 3M original content base document * Suggestion for repurposing 3M content in 9 parts + consideration of use of images * ‘Some basic facts about pressure sensitive adhesive tapes’ | Bert | 31/01/14 |
| Share draft of Jacques’ next blog with virtual team for comments | Bert | 5/2/14 |
| If anyone has suggestions for blogging subjects/themes, pls send to Bert via email. | Virtual team | Permanently |
| Check all existing content for the consideration phase, to optimise links between the documents and links chasing the visitor forward towards a next action. | Bathsheba | 15/02/14 |
| Screen recent member newsletters to estimate whether content can be repurposed for end audience as well | Bert | 15/02/14 |
| Write Features page to twin with tape categories | Bathsheba | TBD |
| Consider on Upgrade Miracle of Tape to white paper | TBD | TBD |
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# Marketing & briefing input

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| **Action** | **Who** | **Planned** |
| If anyone has a more specific description of the audience we plan to reach (see strategy document), pls send to Bert via email. | Virtual team | Permanently |
| Draft content policy and style manifesto; share with virtual team | Bert | 31/01/14 |
| Pls consult your teams who they know on social media to be leading social voices for engineers and designers (and send to Bert via email) | Virtual team | Permanently |
| Explore reverse use of facts in understanding PSA as source for blogs | Jacques | 14/03/14 |
| Draft a keyword longlist based on available info + input MP; share with virtual team | Bert | 31/01/14 |
| Consider news / press release sources for member newsletter for Bathsheba | Bert | 07/02/14 |
| Consider how we could work together with or source channels with recognised bodies/forums in various countries – check with members in various countries | Bert | 15/02/14 |
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# Project Management

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| **Action** | **Who** | **Planned** |
| Write status report of social media initiative for Committee Meetings in Brussels; share with committees and virtual team. | Bert/Astrid | 31/01/14 |
| Draft content calendar format 2014 | Bert | 31/01/14 |
| Draft baseline measurement of KPI's as reference from the moment we start blogging | Bert | 15/02/14 |
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# Miscellaneous

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| **Action** | **Who** | **Planned** |
| Sponsor a mechanical engineering award | TBD | TBD |
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