

Open Access Week

Virtual Activity

Checklist

SOCIAL MEDIA

- ☐ Meet with marketing or promotional partners
- ☐ Check existing resources for content (factsheets, etc.)
- ☐ Draft any content
- ☐ Compile or Create images
- ☐ Use tracking sheet for content
- ☐ Get permission for likenesses as needed
- ☐ Use Content Promotion Calendar to draft schedule
- ☐ Schedule posts manually or with social media manager (Hootsuite, TweetDeck, ITTT, etc.)
- ☐ Create an analytics report
- ☐ Share report or presentation with colleagues or stakeholders

DO-A-THON

- ☐ Use or create a call to action template for liaisons or partners (e.g. email)
- ☐ Meet with liaisons or partners to go over the Upload-a-thon, Do-a-thon or Hack-a-thon concept and plan
- ☐ Schedule Do-a-thon dates
- ☐ Choose virtual communication for hackers/ doers (slack, github, etc.) if needed
- ☐ Contact marketing or promotional partners to announce the Do-a-thon
- ☐ Designate user support (contact, forum, etc.)
- ☐ Collect feedback from the Do-a-thon
- ☐ Share report or presentation with colleagues or stakeholders