**Scope of Work**

**Daily “Forbes” pieces blurbs - directing traffic to either Forbes or Bill's website- posted the same day or next day upon receipt)**

**Covid-19 Resources Website**

* General homepage traffic (2-3 monthly - approved in advance)
* 1x weekly Featured Article post (approved weekly)

**Long Covid Q&A Book - 1x weekly (to be approved/scheduled in advance)**

**Long Covid Book - 2-3 x monthly (to be approved/scheduled in advance)**

* Patient experience quotes
* Other resources and definitions
* Content from the upcoming book

**Book-specific posts - 2-3 x monthly (to be approved/scheduled in advance)**

* May/June/July - Omicron / Long Covid / Long Covid Q&A
* August/Sept - Covid Commentaries new edition

**Media appearance posts as needed**