

## 2017 MHRA marketing matrix

	First quarter	Second quarter	Third quarter	Fourth quarter
<b>Website</b>	meeting dates for 2017 are posted; LAM gives roster 3/1; remove 1/20 and reinstate renewal links 1/25 MWH; Comp survey live 1/9 MWH; Comp survey link removed 2/24			SSJ provides updated board list 11/13
<b>What's New</b>	SSJ 1/9 Comp survey ready for data w/link to U article	4/3 SSJ 2017 comp report available		
<b>Heros</b>	general aff renewal	3/31 announce comp report		
<b>Uptown Online (preposted articles, archived articles)</b>	2016 Nov article <a href="http://www.masc.sc/Pages/newsroom/uptown/November-2016/Don%E2%80%99t-forget-to-complete-the-2017-Compensation-Survey.aspx">http://www.masc.sc/Pages/newsroom/uptown/November-2016/Don%E2%80%99t-forget-to-complete-the-2017-Compensation-Survey.aspx</a>		June violence; October Uptown Verbal Judo; November FMLA/Military leave;	
<b>UU</b>	SSJ renewal posted 1/9 one item linking to affiliate page; 1/16 renewal credit card blackout date; cutoff date of Feb. 10 reminder 1/30 ; 2/6 last call item; Sprg Mtg Reg blurb to post 3/6; 1/16 comp survey is ready; 2/20 comp survey deadline reminder	4/3 comp report available	8/28 AM Reg blurb to post	
<b>Dome</b>				
<b>Affiliate/RMS blast emails</b>		Spring meeting reminder to registrants 4/13		Annual meeting reminder to registrants 11/1
<b>Uptown</b>	SSJ 3/20 comp report box for May issue;			Comp survey article w/2017 stats; 11/9 SSJ records Best prax background checks;
<b>RiskLetter</b>	SSJ check with VH re: possible HR content	SSJ check with VH re: possible HR content	SSJ check with VH re: possible HR content	SSJ check with VH re: possible HR content
<b>RMS Pubs</b>				
<b>E&amp;T Pubs</b>				
<b>Annual Report</b>		MHRA and comp survey blurb TBD		
<b>Cities Mean Business mag</b>				
<b>Chamber magazine</b>				
<b>Midlands Biz</b>				
<b>SC Biz online</b>				
<b>Cola Business Monthly</b>				
<b>SCEDA blog</b>				
<b>Blog</b>	(possible: interesting speaker, topic ...?)			
<b>Podcast</b>	(possible: interesting speaker, topic ...?)			
<b>Twitter</b>	(possible: interesting speaker, topic ...?)			
<b>Facebook</b>	(possible: interesting speaker, topic ...?)			
<b>ASCM Instagram</b>				
<b>Listserve</b>	SSJ reminder of the drop 2/25	SSJ 4/3 comp report ready		
<b>App</b>				
<b>Affiliate Meetings</b>		PEBA changes - advocacy speaker Spring Mtg		
<b>MEO training</b>				

<b>Annual Meeting</b>				
<b>HLAD</b>				
<b>RAMs</b>				
<b>Other Meetings (Collections training, PIO training, Clerks' training, Main Street meeting)</b>				
<b>FSM</b>	Include FSMs for comp survey reminders - ongoing			
<b>Rack card</b>				
<b>Snail mail</b>	Comp survey packets mailed 1/9; renewals mail 1/3; Sprng reg mails 3/3		AM Reg mails 8/25	
<b>Signage</b>	no new signage needed for 2017			
<b>AMS</b>				
<b>Other outreach</b>				