

One story. A useful week.

Imagine a manufacturer training new operators with a local college.

AUDIENCE

Local employers who want to understand a training partnership.

SOURCE STORY

A manufacturing supervisor demonstrates the first quality check a new operator learns.

EVIDENCE

Confirm the partnership and process with the employer and college. Check the current program contact.

MONDAY / INSTAGRAM REEL

Short demonstration video with accurate captions.

WEDNESDAY / FACEBOOK

Photo and explanation of how the training partnership works.

FRIDAY / LINKEDIN

The business lesson, linking to the full website story and current program information.

REVIEW

Employer checks facts and permissions; college confirms program details. EDO names one final approver.

MEASURE

Program-page visits, relevant employer questions, and calls mentioning the story.

Make room for the work

Start with about five hours of active work for a simple week, including replies. Add time for travel, polished editing, translation, accessibility work, or complex review. This is a planning allowance, not an industry benchmark.

Plan four stories you can deliver.

Confirm access and production time before choosing publication dates.

WEEK 1

Audience + job / person + story:

Evidence + visual / reviewer + deadline:

Production owner + time / next step + publish dates:

WEEK 2

Audience + job / person + story:

Evidence + visual / reviewer + deadline:

Production owner + time / next step + publish dates:

WEEK 3

Audience + job / person + story:

Evidence + visual / reviewer + deadline:

Production owner + time / next step + publish dates:

WEEK 4

Audience + job / person + story:

Evidence + visual / reviewer + deadline:

Production owner + time / next step + publish dates:

Review what the month taught you.

Separate audience response, useful activity, and inquiries.

Which story prompted a relevant question, share, visit, or inquiry?

Which piece needs a different opening, audience, or next step?

Where did production or review stall? Who can resolve it?

Did paid promotion, post volume, or an unusual event affect the comparison?

What can you repeat within the time you actually have next month?

Views and engagement can show audience response. They do not establish jobs or investment. Ask callers what prompted them to get in touch and record their answer as self-reported evidence.