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| To-do | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8 | Week 9 | Week 10 | Week 11 | Week 12 | Week 13 | Week 14 | Week 15 |
| Introduction to the assignment |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Introduction to methods of gaining followers |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Research into different social media accounts |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Research social media Timings |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Research into hashtags |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Begin posting on Instagram and linkedin |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Post more frequently to get a routine |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Transmedia event |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Finish posting |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Deadline |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |