Forthright.



January 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Happy New Year New Year's day	2	Goals for 2024: We can help	4	5 ControlUp Gartner Report	6
8	9	Evara Case Study	11	12	13
ControlUp post MLK day	16 Start Fortinet email series	17	18	19	20
22	23	24	Fortinet post	Teams is down globally	27
FTP BLOG: 7 IT trends for 2024	Fortinet post	31			





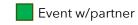




FTP Event/Mtg









Campaigns running: Fortinet CTAP, Teams/SharePoint Training, vmware/Nutanix, LG Medical AlO

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			Teams/SP training Fortinet post	2	3
5	6	7	Fortinet post	9 Tech Tribe blog post	10
12	Fortinet post Post: MSP 500 Award	Teams/SP training uture of CX Expo (Ft. Lauderdale)	Fortinet post	Tech Tribe blog post	17
Fortinet CTAP President's Day	20	Teams/SP training	22	23 Tech Tribe blog post	24
Fortinet CTAP	27	Sponsoring CIO breakfast	29		





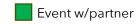














Campaigns running: Fortinet CTAP, Teams/SharePoint Training, vmware/Nutanix, LG Medical AIO, IGEL Disrupt

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				Forthright Forward Employee Appreciation Tech Tribe blog post Honda/Cognizant Classic	2
Cognizant Classic Volunteering at Feed America	State of the CIO	Farewell HH for Rachel	7 Citrix Sales Kickoff (Orlando)	Citrix/vmware changes Tech Tribe blog post	9
11	IGEL Disrupt	13	14	Tech Tribe blog post	16
18	19	20	IGEL Disrupt Spot On Newsletter	Spot On Newsletter Tech Tribe blog post	Teams/SP training
25	26	27	28	Fortinet post Tech Tribe blog post	Fortinet post

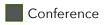




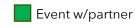














Campaigns running: Fortinet CTAP, Teams/SharePoint Training, IGEL Disrupt, , vmware/Nutanix, LG Medical AIO

		viiiware/i vatariix, 20 ivicare			
Saturday	Friday	Thursday	Wednesday	Tuesday	Monday
	5 Tech Tribe blog post	Fortinet post Nutanix post	3	Fortinet post Nutanix post	Phishing/April Fools Easter Monday/April Fool's
1	Tech Tribe blog post	Fortinet post	10	Fortinet post	8
IGEL Disrup	Forthright Focus IGEL Disrupt Tech Tribe blog post	IGEL Disrupt	IGEL Disrupt	Fortinet post IGEL Disrupt	15
2	Zech Tribe blog post	Spot On Newsletter	24 Cyber series	IGEL Disrupt Spot On Newsletter	22
			1	30 Pic from Monday's dinner Pic from IGEL Disrupt IGEL Disrupt Miami	Cyber series Dinner @ Disrupt

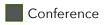




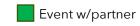
















Campaigns running: Fortinet CTAP, cyber series, Teams/SharePoint Training, IGEL Disrupt follow up

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
 To do this month: Disrupt follow up HCN Brochure finalized HCN virtual booth uploaded 		World Password Day (post & Blog) Cyber Series	Cyber series (1-week prior)	Teams/SharePoint Training Tech Tribe blog post	May the 4 th /SW day (post)
Cyber series	Cyber Series	Cyber series	Cyber Series Cyber webinar series	(Internal) Financial Planning Tech Tribe blog post	11
Recognizing Phishing post and blog	14 IGEL Recap article	Teams/SharePoint Training	Cyber series	Tech Tribe blog post	18
Cyber series	Cyber series	Cyber series Newsletter post & email	Cyber Series Cyber webinar series	Tech Tribe blog post	25
Memorial Day Memorial Day	28	IGEL recap blog post	Teams/SharePoint Training	Tech Tribe blog post	





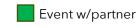
















Campaigns running: Fortinet CTAP, cyber series, Teams/SharePoint Training, prep for HCN

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
To do this month: HCN stuff to printer 6/3 Internal newsletter	 Promote webinar 7/10 Get RCCL, FPL, & Convey to attend Flexxible webinar 				1
3	4	5	6	7	8
		Email Security Post & Blog	Cyber Series (next week)	Tech Tribe blog post	Tech Tribe blog
10	11	12	13	14	15
Cyber series (this week)	Nutanix case study	Cyber series (tomorrow) Cyber Series	HCN: Look forward to seeing you sent to last year's list	Forthright Focus Teams/SharePoint Training	
Sponsoring HCN		Cyber Jenes	Cyber webinar series Cyber webinar series Fortinet CTAP	Tech Tribe blog post	
17	18	19	20 World Productivity Day	21	22
HCN pre-event email 2 Prod. Day Blog post	Newsletter post & email Evara case study	Flexxible webinar1 & post	World Productivity Day P&C solutions	Tech Tribe blog post	Tech Tribe blog
Sponsoring HCN (stop by booth)			HCN 30 th Boar	d Conference	
24	25	26	27	28	29
Cyber series (this week)	HCN f/u Flexxible webinar2 & post	Cyber series (tomorrow) Cyber Series	webinar dates Cyber webinar series	Teams/SharePoint Training	Tech Tribe blog
HCN Follow up (Carine)	Flexxible weblilatz & post	Cyper Series	Fortinet CTAP Cyber webinar series	Tech Tribe blog post	recit tribe blog
Social media Email	s Deliverables	Ads FTP Event/Mtg	Conference Sponsorin		Fun Day Forthright.

Campaigns running: Ransomware Awareness Month, cyber series, Teams/SharePoint Training; promote team/values; social posts on MS & Cyber

	des, social posts on M3 & Cybel	Training, promote team, var			•
Saturday	Friday	Thursday	Wednesday	Tuesday	Monday
Flexxible webinar po	Ransomware Awareness Tech Tribe blog post	4 4 th of July Independence Day	HCN f/u Teams/SharePoint Training	Cyber series (next week) Webinars this month: Cyber & Flexxible Record cyber series recap Run-thru w/Flexxible	1 Flexxible webinar post Ransomware Awareness
Ransomware Awarene	Tech Tribe blog post	Cyber series Recap Q&A (post recording) HCN f/u	Cyber Series (tomorrow) Cyber series (tomorrow) Webinar w/Flexxible	Flexxible webinar post Ransomware Awareness	Flexxible webinar post Cyber series (this week) Flexxible webinar (this week)
	Forthright Focus (tentative) Teams/SharePoint Training Tech Tribe blog post	Ransomware Awareness Cyber Series (next week)	HCN f/u webinar (opt 1)	HCN f/u	Ransomware Checklist arine to f/u Flexxible webinar
Ransomware Awarene	26 System Admin Day (post) Tech Tribe blog post	Cyber Series (in 3 hrs) Cyber webinar series	Cyber series (tomorrow) HCN f/u	Ransomware Awareness	Cyber series (this week)
To do this month: Need new topics/theme for cyber series?? Build MS campaign, downtime Follow up from HCN			HCN f/u webinar (opt 2) Teams/SharePoint Training	Ransomware Awareness	29 HCN f/u

Social media



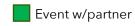
















August 2024

Campaigns running: cyber series , air Slate webinar, Teams/SharePoint Training, social posts on MS & Cyber

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
To do this month: Finalize & schedule MS campaign			Cyber Series (this month)	2	3
				Tech Tribe blog post	
5	6	7	8	9	10
Cyber series (this week)		Cyber series (tomorrow)	Cyber webinar series	Tech Tribe blog post	
12	Teams/SharePoint Training	14	15	Forthright Focus (tentative) Tech Tribe blog post	17
19	20	21	22	23	24
Cyber series (this week)		Cyber series (tomorrow)	Cyber webinar series	Tech Tribe blog post	
26	27	28 Teams/SharePoint Training	29	30	31
		reams, sharer ome training		Tech Tribe blog post	

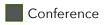




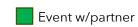
















September 2024

Campaigns running: cyber series, airSlate webinar, Teams/SharePoint Training, Managed services campaign

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2	Cyber Series (this month)	4	5	6 Tech Tribe blog post	7
Cyber series (this week)	10	11 Cyber series (tomorrow)	12	Took Triba blag past	14
16	17 Nat'l IT Professionals Day	Webinar w/airSlate 18	Cyber webinar series 19	Tech Tribe blog post 20 Forthright Focus (tentative) Tech Tribe blog post	21
23 Cyber series (this week)	24	25 Cyber series (tomorrow)	26 Cyber webinar series	27 Tech Tribe blog post	28
30					To do this month:





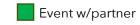
















October 2024

Campaigns running: Cybersecurity Awareness Month, cyber series, Teams/SharePoint Training, Managed services campaign

Saturday	Friday	Thursday	Wednesday	Tuesday	Monday
	4	3	2	1	To do this month:
	Tech Tribe blog post		Rosh Hashanah	Cybersecurity Awareness Cyber Series (this month)	
	11	10	9	8	7
Cybersecurity Awarene	Tech Tribe blog post Yom Kippur	Cyber webinar series	Cyber series (tomorrow)	Cybersecurity Awareness	Cyber series (this week)
	Forthright Focus (tentative) Tech Tribe blog post	17	Cybersecurity Awareness	15	Columbus/Indigenous People's Day
	Cybersecurity Awareness Tech Tribe blog post	Cyber webinar series	Cyber series (tomorrow)	22	Cyber series (this week)
		31	30	29	28
		Halloween (cyber attacks)		Cybersecurity Awareness	
		Halloween		DattoCon (Miami)	

Social media

Emails

Deliverables

Ads

FTP Event/Mtg

Conference

Sponsoring Conference

Event w/partner

Fun Day

Forthright.

November 2024

Campaigns running: ETUS (end of year budget), cyber series, Managed services campaign

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
To do this month: Holiday gift prep 2025 Marketing Plan/Budget				1	2
4	5 Election Day	6	7	8	9
Cyber series (this week) Veterans Day	12	Cyber series (tomorrow)	Cyber webinar series	Forthright Focus (tentative)	16
18	19	20	21	22	23
25	26	27	28 Thanksgiving	29	30





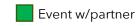
















December 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2	3	4	5	6	7
Cyber series (this week)	10	Cyber series (tomorrow)	Cyber webinar series	13	14
16	17	18	19	20	21
23	24	25 Christmas Day/Hanukkah begins	26	27	28
30	31				To do this month:

Social media



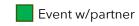
Deliverables



FTP Event/Mtg







Fun Day



January 2025

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
To do this month:		1 New Year's Day	2	3	4
6	7	8	9	10	11
13	14	15	16	17	18
20	21	22	23	24	25
26	27	28	29	30	31

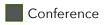
Social media



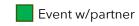
















2024 Content Calendars

- Blog posts
- <u>Social media posts</u> (Calendar in HubSpot)