OBJ WASHINGTON & NEW YORK TRIP

JANUARY/FEBRUARY 2023

SOCIAL MEDIA OUTLINE PLAN

-someone to come up with more imaginative wording than I’ve used please!

-happy for all this to be replicated across as many platforms as we want, doesn’t have to just be twitter

-schedule and meetings subject to change

-everything to be cleared on the group in the usual way before it goes out

**Monday 30 January**

1. Retweet WaPo oped as soon as it’s out
2. (if WaPo doesn’t go out on Monday, TBC tweet something generic in the evening about going to the US?)

**Tuesday 31 January**

1. Tweet from Ukraine House, tag Ambassador Markarova, picture with ambassador and/or Ukrainian media, tag embassy/Ambassador
2. Tweet “great to meet experts at CEPA” with pic with Alina and Larry, tag CEPA
3. Tweet “great to catch up with Senator Lindsay Graham” with pic, tag Graham
4. Tweet “great to meet Senator Rick Scott” with pic, tag Scott
5. Tweet “great to be on Fox News with Bret Baier” tag Bret, tag Fox, with behind the scenes pic in studio of interview
6. Tweet “great to meet members of congress” at drinks reception, TBC group pic or some candid shots

**Wednesday 1 February**

1. Tweet “great to be on ABC with Linsey Davis”, tag Linsey, tag ABC, BTS pic from studio
2. Retweet Atlantic Council graphic card used to advertise the speech with “watch my speech at the Atlantic Council via this link at 1130 EST”, tag AC
3. Tweet after AC event with a headline from speech, link to watch back online, pic from the speech
4. Tweet “great to join the republican study committee” with a pic of him addressing the group, TBC tag Chair Kevin Hern and Sen Joe Wilson
5. Tweet “great to meet Senator Kevin McCarthy” tag McCarthy, pic from meeting
6. Tweet “great to meet Senator Jim Risch”, tag Risch, pic from meeting
7. TBC if meeting confirmed Tweet “great to meet Mitch McConnell”, tag McConnell, pic from meeting
8. Evening: TBC tweet great to travel on AMTRAK Acela train to New York, pic with train staff, tag AMTRAK (only to go out once we’ve arrived)

**Thursday 2 February**

1. Tweet “great to meet Don Walker and the whole team at HWA”, tag HWA, pic with Don
2. TBC Tweet “great to meet the team at WME”, tag WME, pic
3. TBC tweet “great to be in NYC today” with pic of him buying a coffee