

## Infographic Communication Schedule

### MyWebGrocer

#### *Objective*

Present MWG online and shopper data in a creative, visual way with a brand and retailer focus. Infographics use data to show sales increase/decrease, interesting trends, or call out brand or retailer specific data.

#### *Data Collection*

A data request must be made to the appropriate party with a 5-7 day allowance for completion. Time will vary depending on amount of data requested, complexity, and number of data requests already in the queue.

#### *Approval*

Infographics must be approved before published. Each schedule includes an approval date on average 3-4 days before publication date. Infographic must be approved by the appropriate managers and directors.

#### *Completion*

When an infographic is completed, it is:

- E-mailed to:
  - Nichole Magoon--MWG Twitter, Facebook; Visual.ly gallery
  - Justin Scricca--for Worth Reading conclusion, Website infographic gallery
  - Kyle Munderville - Copy edit and send PMG for press release
- Submitted online to:
  - Visual.ly
  - Mashable: <http://mashable.com/submit/>
  - StumbleUpon
  - Digg.com
  - Reddit.com
  - [submitinfographics.com](http://submitinfographics.com)
    - <http://submitinfographics.com/submit-infographics>
  - [infographicsarchive.com](http://infographicsarchive.com)
    - <http://www.infographicsarchive.com/submit-infographics/>
  - [infographicsbin.tumblr.com](http://infographicsbin.tumblr.com)
    - images MUST be 600px across
  - [coolinfographics.com](http://coolinfographics.com)
    - <http://www.coolinfographics.com/contact/>
  - [infographicsite.com](http://infographicsite.com)
  - Flickr.com (any infographics photo group)
  - [dailyinfographic.com](http://dailyinfographic.com)
    - email [jay@dailyinfographic.com](mailto:jay@dailyinfographic.com) for a submission request
  - [www.good.is/infographics](http://www.good.is/infographics)

- [submissions@goodinc.com](mailto:submissions@goodinc.com)

## **Social Grocery**

### *Objective*

Create visually appealing and creative infographics to drive traffic to the Social Grocery blog. Infographics should have an overall food, product, or holiday specific theme or be centered around current trends or news.

### *Approval*

Infographics must be approved before published. Each schedule includes an approval date on average 3-4 days before publication date. Infographic must be approved by management.

### *Completion*

When an infographic is completed, it is:

- Featured in a Social Grocery blog post
- Link to blog post is Tweeted from Social Grocery Twitter account
- Image or link to infographic included in any Social Grocery newsletters sent out that month.
- Sent to Kyle Munderville to send to our public relations firm, People Making Good, Inc.
- Submitted online to:
  - Visual.ly
  - Mashable: <http://mashable.com/submit/>
  - StumbleUpon
  - Digg.com
  - Reddit.com
  - [submitinfographics.com](http://submitinfographics.com)
    - <http://submitinfographics.com/submit-infographics>
  - [infographicsarchive.com](http://infographicsarchive.com)
    - <http://www.infographicsarchive.com/submit-infographics/>
  - [infographicsbin.tumblr.com](http://infographicsbin.tumblr.com)
    - images MUST be 600px across
  - [coolinfographics.com](http://coolinfographics.com)
    - <http://www.coolinfographics.com/contact/>
  - [infographicsite.com](http://infographicsite.com)
  - Flickr.com (any infographics photo group)
  - [dailyinfographic.com](http://dailyinfographic.com)
    - email [jay@dailyinfographic.com](mailto:jay@dailyinfographic.com) for a submission request
  - [www.good.is/infographics](http://www.good.is/infographics)
    - [submissions@goodinc.com](mailto:submissions@goodinc.com)