

Beta Launch Sequence									
What	Who	When	Done?	Asset1	Done?	Asset1	Done?	Asset1	Done?
Boost Neta Invite Medium Article	Yam	8am EST	No	Prepare Boost in Admin	Yes				
Email to all Beta helpers	Nichole	9am EST	No	Copy		Image	No	List	No
FB Post	Yam	9am EST	No						
TW Post	Yam	9am EST	No						
LI Post	Yam	9am EST	No						
Beta Invite Sequence									
What	Who	When	Done?						
Medium Article	Nichole	8am EST	Done						
Boost Medium Article	Yam	8am EST	Done						
Email to Segment 1a: "Zest to go" sign ups	Nichole	8.5am EST	Done						
Email to Segment 2a: "Katarina"	Yam	8.5am EST	Done						
Email to Segment 3a: "Nichole"	Nichole	8.5am EST	Done						
Email to Segment 4a: "Yam"	Yam	8.5am EST	Done						
Email to Segment 5a: "Community-wide"	Idan	8.5am EST	Done						
FB Post (Zest)	Yam	9am EST	Done						
FB Post (Yam)	Yam	9.5am EST	Done						
TW Post (Zest)	Yam	9am EST	Done						
TW Post (Yam)	Yam	9.5am EST	Done						
LI Post (Zest)	Yam	9am EST	Done						
LI Post (Yam)	Yam	9.5am EST	No						