A Moment in Matchbook

Project Management

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Project Management with Trello

My social media campaign, A Moment in Matchbook, serves to educate, entertain, and inspire people about the significance of matchbooks as a multi-generational interest. It pulls in research about history, design concepts, nostalgia, the recent resurgence of the collecting hobby, and all the new ways people use matchbooks to craft and create.

The duration of the campaign will last five weeks, with three posts per week on both Instagram and Pinterest. Due to the high volume of content and accelerated timeline of this project, it's necessary to have a comprehensive project plan in place to organize all my tasks.

The project management system I selected is Trello. I've had positive experiences with the software in the past, plus its high functionality and simplicity make it the best candidate for my intended use. With Trello, I broke down my project into four lists: Module Tasks, Research Bibliography, Content Calendar, and Content Creation. Each list is arranged by cards that represent each week's worth of work, and each card is further broken down by the smallest actionable tasks for those weeks. The flexibility of the software also makes it simple for me to re-organize tasks if needed.

The chronology of this project flows downward from the top of each list, and I color labeled each card so I can clearly see the status of my progress. The format of my project as a social media campaign requires me to focus on multiple stages of research and execution at a time, so being able to see exactly which areas require my attention on a weekly basis is key. The checklists and deadlines I established for myself will also be helpful in keeping an organized and successful campaign.

This is the full board view of my project plan using Trello. As previously mentioned, tasks are broken down into four overarching category lists:

1. Module Tasks
2. Research Bibliography
3. Content Calendar
4. Content Creation

Subcategories of each list are organized by week, with progress indicators marked clearly by checklist trackers, deadlines, and color labels:

- Green = Done
- Yellow = In progress
- Red = Not Started
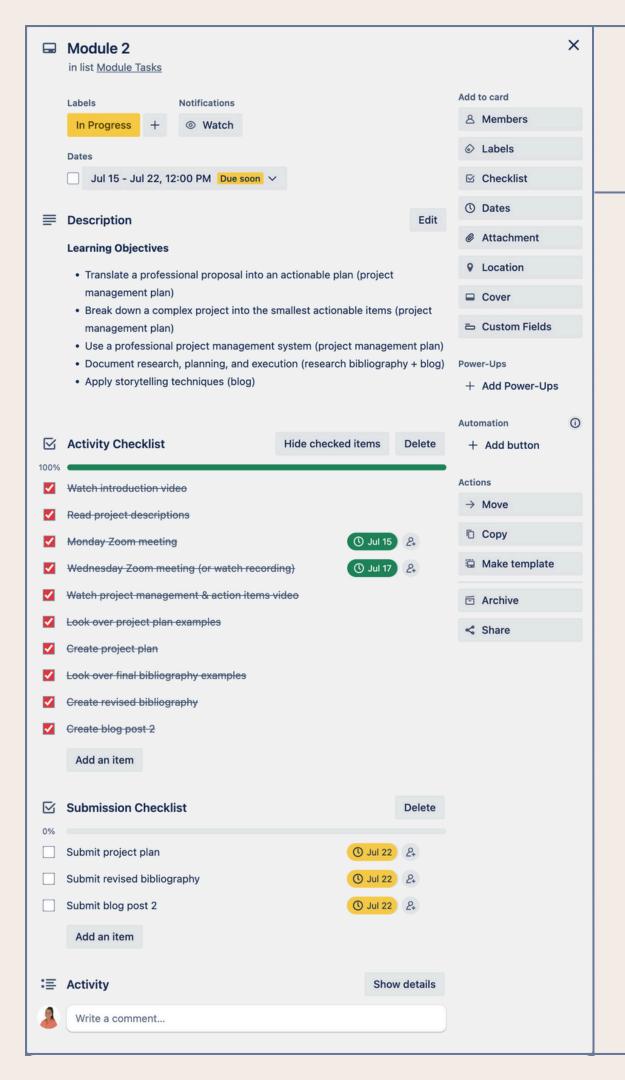
Matchbook Project Plan ☆ 🔒 | 〰️ Board | ▦ Table | ⌄

Module Tasks →← ⋯

Done
Module 1
🕐 Jul 8 - Jul 15 ☰ ☑ 14/14

In Progress
Module 2
🕐 Jul 15 - Jul 22 ☰
☑ 10/13 • Jul 22

Not Started
Module 3
🕐 Jul 22 - Jul 29 ☰
☑ 0/13 • Jul 22

Not Started
Module 4
🕐 Jul 29 - Aug 5

Not Started
Module 5
🕐 Aug 5 - Aug 12

Not Started
Module 6
🕐 Aug 12 - Aug 19

Not Started
Module 7
🕐 Aug 19 - Aug 23

➕ Add a card

Research Bibliography →← ⋯

Done
Week 1
🕐 Jul 15 ☰ ☑ 2/2

In Progress
Week 2
🕐 Jul 22 ☰ ☑ 2/4 • Jul 22

Not Started
Week 3
🕐 Jul 29 ☰ ☑ 0/2

Not Started
Week 4
🕐 Aug 5 ☰ ☑ 0/2

Not Started
Week 5
🕐 Aug 12 ☰ ☑ 0/1

Not Started
Week 6
🕐 Aug 19 ☰ ☑ 0/1

Not Started
Week 7
🕐 Aug 23 ☰ ☑ 0/1 • Aug 23

➕ Add a card

Content Calendar →← ⋯

In Progress
Week 2
☐ Jul 22 ☰ ☑ 5/7

Not Started
Week 3
☐ Jul 29 ☰ ☑ 0/15

Not Started
Week 4
🕐 Aug 5 ☰ ☑ 0/12

Not Started
Week 5
🕐 Aug 12 ☰ ☑ 0/12

Not Started
Week 6
🕐 Aug 19 ☰ ☑ 0/12

Not Started
Week 7
🕐 Aug 23 ☰ ☑ 0/12

➕ Add a card

Content Creation →← ⋯

Not Started
Week 3
🕐 Jul 29 ☰ ☑ 0/17

Not Started
Week 4
🕐 Aug 5 ☰ ☑ 0/15

Not Started
Week 5
🕐 Aug 12 ☰ ☑ 0/15

Not Started
Week 6
🕐 Aug 19 ☰ ☑ 0/15

Not Started
Week 7
🕐 Aug 23 ☰ ☑ 0/15

➕ Add a card

Module 2

in list Module Tasks

×

Labels

In Progress +

Notifications

👁 Watch

Dates

☐ Jul 15 - Jul 22, 12:00 PM Due soon ⌄

☰ Description

Edit

Learning Objectives

- Translate a professional proposal into an actionable plan (project management plan)
- Break down a complex project into the smallest actionable items (project management plan)
- Use a professional project management system (project management plan)
- Document research, planning, and execution (research bibliography + blog)
- Apply storytelling techniques (blog)

☑ Activity Checklist

Hide checked items   Delete

100% ━━━━━━━━━━━━━━━━━━━━━━━━━━

- ☑ ~~Watch introduction video~~
- ☑ ~~Read project descriptions~~
- ☑ ~~Monday Zoom meeting~~   🕐 Jul 15 👤
- ☑ ~~Wednesday Zoom meeting (or watch recording)~~   🕐 Jul 17 👤
- ☑ ~~Watch project management & action items video~~
- ☑ ~~Look over project plan examples~~
- ☑ ~~Create project plan~~
- ☑ ~~Look over final bibliography examples~~
- ☑ ~~Create revised bibliography~~
- ☑ ~~Create blog post 2~~

Add an item

☑ Submission Checklist

Delete

0% ━━━━━━━━━━━━━━━━━━━━━━━━━━

- ☐ Submit project plan   🟡 Jul 22 👤
- ☐ Submit revised bibliography 🟡 Jul 22 👤
- ☐ Submit blog post 2   🟡 Jul 22 👤

Add an item

☰ Activity

Show details

Write a comment...

Add to card

- 👤 Members
- ◈ Labels
- ☑ Checklist
- 🕐 Dates
- 📎 Attachment
- 📍 Location
- ▭ Cover
- ⌵ Custom Fields

Power-Ups

- + Add Power-Ups

Automation ⓘ

- + Add button

Actions

- → Move
- ⧉ Copy
- ⧉ Make template
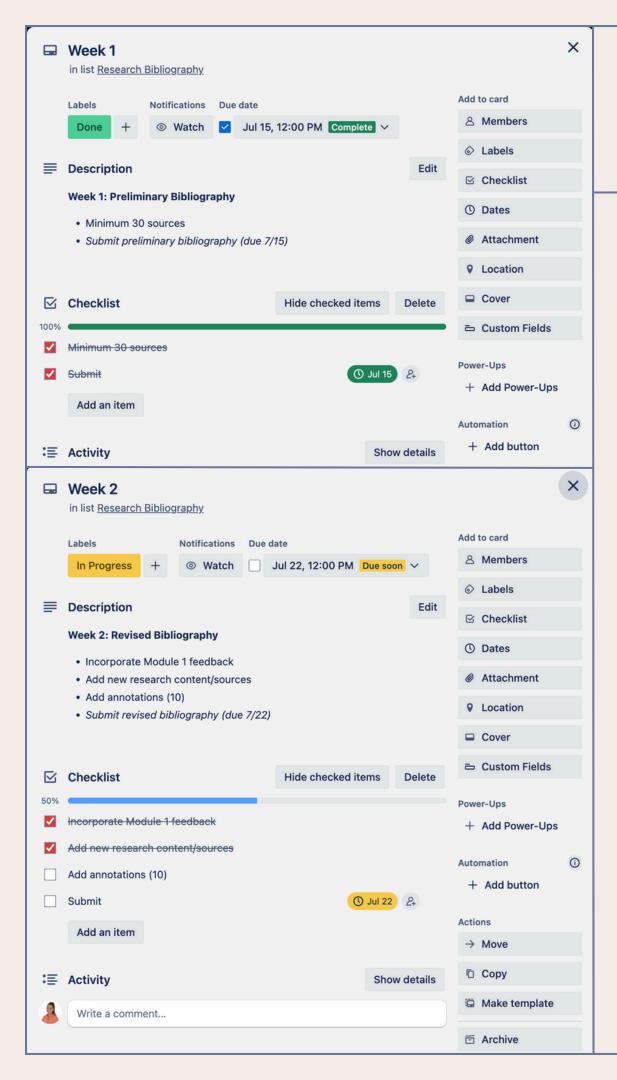- ▤ Archive
- ⤴ Share

List 1: Module Tasks

While this list doesn't play a direct role in my social media campaign, I've found it helpful to map out general module responsibilities for this course that guide the rest of my project plan.

First, I've outlined module objectives in the description section that I can refer to when reflecting on what I've learned week by week.

Beneath that, I have an activity checklist to help record the completion of that week's tasks, many of which are covered in the other lists. Again, this list is not as extensive as the others. It simply helps to keep track of the main goals for the week.

The last section of this card is the submission checklist where I can confirm that a module assignment is turned in before its due date.

For my personal organization as a student and creator, it's important to me that I keep all my responsibilities accounted for in one spot, and that's why I've included the module work on my project plan board. Like 1 through 3, I plan to add complete details to modules 4 through 7 as soon as I can access those pages online.
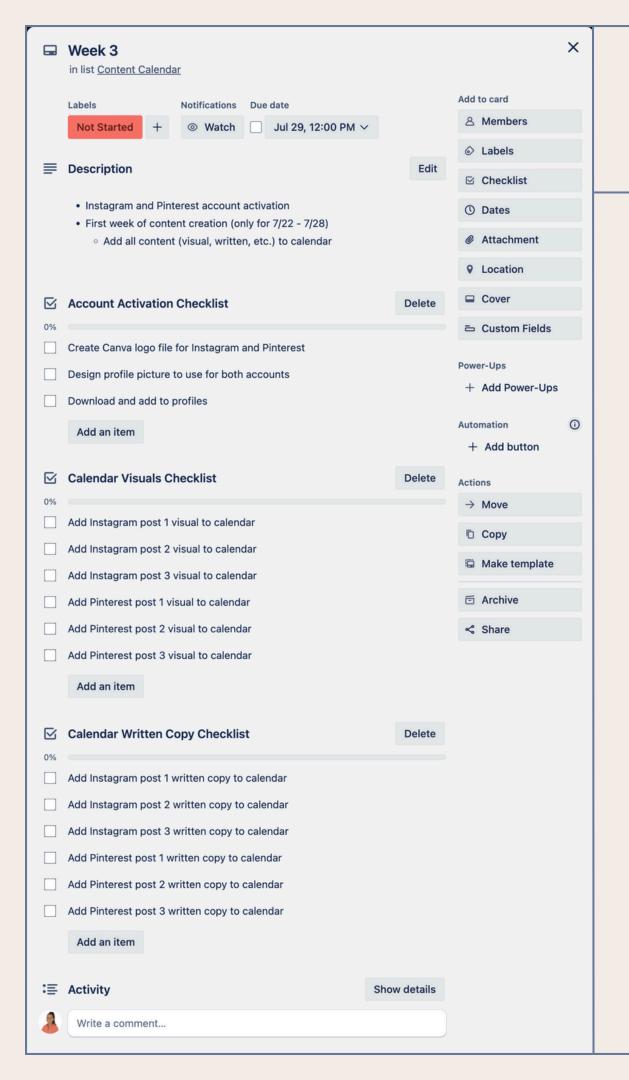
List 2: Research Bibliography

The second list breaks down weekly research efforts by card, starting with week 1's preliminary bibliography and ending with the final annotated submission in week 7. For each week, I've described the overall research goals and created thorough checklists to track individual, actionable tasks that are unique to each phase of research.

For example, the left screenshots show the cards for weeks 1 and 2. Week 1 is where I created my original bibliography document, and week 2 is where I've made sure to account for any and all types of revisions. The following weeks consist of the same card formats, with descriptions and checklists varying in relation to the project timeline.

Due to the considerable amount of research required for executing this project, having an entire list dedicated to it is essential for tracking and building it in a manageable way.
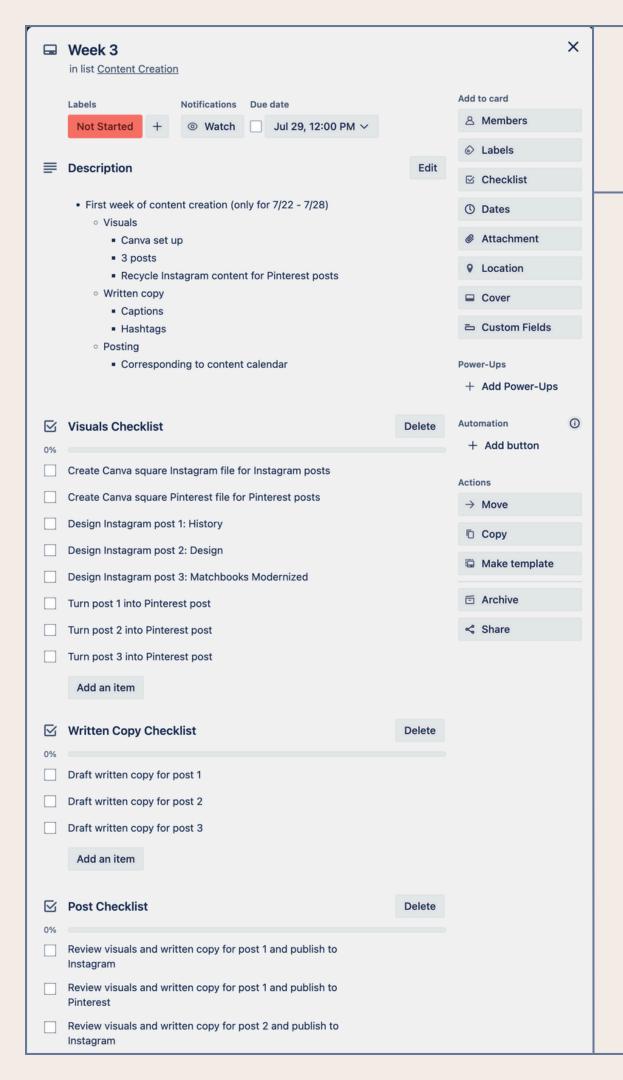
List 3: Content Calendar

Week 3
in list Content Calendar

Labels

Not Started +

Notifications

👁 Watch

Due date

☐ Jul 29, 12:00 PM ⌄

Add to card

- 👤 Members
- 🏷 Labels
- ☑ Checklist
- 🕐 Dates
- 📎 Attachment
- 📍 Location
- ▭ Cover
- ▤ Custom Fields

Power-Ups

+ Add Power-Ups

Automation ⓘ

+ Add button

Actions

- → Move
- 📋 Copy
- 🗏 Make template
- 🗄 Archive
- ⌁ Share

▤ Description   Edit

- Instagram and Pinterest account activation
- First week of content creation (only for 7/22 - 7/28)
  - Add all content (visual, written, etc.) to calendar

☑ Account Activation Checklist   Delete
0%
- ☐ Create Canva logo file for Instagram and Pinterest
- ☐ Design profile picture to use for both accounts
- ☐ Download and add to profiles

Add an item

☑ Calendar Visuals Checklist   Delete
0%
- ☐ Add Instagram post 1 visual to calendar
- ☐ Add Instagram post 2 visual to calendar
- ☐ Add Instagram post 3 visual to calendar
- ☐ Add Pinterest post 1 visual to calendar
- ☐ Add Pinterest post 2 visual to calendar
- ☐ Add Pinterest post 3 visual to calendar

Add an item

☑ Calendar Written Copy Checklist   Delete
0%
- ☐ Add Instagram post 1 written copy to calendar
- ☐ Add Instagram post 2 written copy to calendar
- ☐ Add Instagram post 3 written copy to calendar
- ☐ Add Pinterest post 1 written copy to calendar
- ☐ Add Pinterest post 2 written copy to calendar
- ☐ Add Pinterest post 3 written copy to calendar

Add an item

▤ Activity   Show details

Write a comment...

The third list describes weekly content calendar responsibilities. It mostly emphasizes the updates required to maintain the calendar as content is created to best keep track of what's being posted to Instagram and Pinterest.

To the left is a screenshot of the week 3 card. At this point, the calendar has already been developed, as reported in the week 2 card.

The specific checklist categories in these cards ensure that project posting remains on schedule.

List 4: Content Creation

Week 3

in list Content Creation

Labels

Not Started +

Notifications

👁 Watch

Due date

☐ Jul 29, 12:00 PM ⌄

Add to card

- 👤 Members
- ◇ Labels
- ☑ Checklist
- ◷ Dates
- 📎 Attachment
- 📍 Location
- ▭ Cover
- ⊟ Custom Fields

Power-Ups

+ Add Power-Ups

Automation ⓘ

+ Add button

Actions

- → Move
- ⧉ Copy
- ⊞ Make template
- ⊟ Archive
- � Share

Description   Edit

- First week of content creation (only for 7/22 - 7/28)
  - Visuals
    - Canva set up
    - 3 posts
    - Recycle Instagram content for Pinterest posts
  - Written copy
    - Captions
    - Hashtags
  - Posting
    - Corresponding to content calendar

☑ **Visuals Checklist**   Delete

0%

- ☐ Create Canva square Instagram file for Instagram posts
- ☐ Create Canva square Pinterest file for Pinterest posts
- ☐ Design Instagram post 1: History
- ☐ Design Instagram post 2: Design
- ☐ Design Instagram post 3: Matchbooks Modernized
- ☐ Turn post 1 into Pinterest post
- ☐ Turn post 2 into Pinterest post
- ☐ Turn post 3 into Pinterest post

Add an item

☑ **Written Copy Checklist**   Delete

0%

- ☐ Draft written copy for post 1
- ☐ Draft written copy for post 2
- ☐ Draft written copy for post 3

Add an item

☑ **Post Checklist**   Delete

0%

- ☐ Review visuals and written copy for post 1 and publish to Instagram
- ☐ Review visuals and written copy for post 1 and publish to Pinterest
- ☐ Review visuals and written copy for post 2 and publish to Instagram

The fourth and final list defines weekly content creation responsibilities. Again, the individual cards are broken up into categorized checklists that will help keep me on track for producing three artifacts per platform each week.

Content is comprised of not only the visuals, but the written content as well. Once the content is complete and reviewed, it will be added to the calendar.

The structure of the cards in this list provides a practical timeline for designing and curating content.

Action Plan

The PMS board I've created using Trello provides a thorough resource for organization and execution on a weekly basis. In terms of day-to-day responsibilities, I will create to-do lists that break down those responsibilities even further so that I remain on track within those week-specific cards and am able to cruise through the checklists in an efficient manner.

I typically work best when I have dedicated time slots for daily activities. This means, to be as productive as possible, I will build my routine around allotted times for project work and project work only. I will supplement these work sessions with breaks to keep my motivation up and burnout minimal, kind of like a reward system. Breaks will most often consist of physical exercise, seeing as those activities also keep me mentally stimulated and focused.

On the topic of productivity, if I find that there is room for improvement in my project plan, I will make those changes accordingly. My plan is meant to be somewhat malleable as I discover what works best for me within the guidelines and expectations I've set for myself. Of course, every assignment is intended to be submitted by a certain date and time, so I've set reminders through Trello to notify me at least two days before tasks and artifacts are due.