



EMERGE

EMPOWERING civic Engagement and participation

Citizen Empowerment Course

Module 5 - Unit 2

Worksheet



Building a Social Media Strategy for Your Organization

Instructions: Answer the following questions in order to build up a media strategy.

Define your business objectives.

Tip: Look at your mission statement. How can this shape your online presence?

- 1.
- 2.
- 3.

Who makes up your target audience?

- 1.
- 2.
- 3.

How does your target audience use social media?

- 1.
- 2.
- 3.

How much time can you spend on social media per day or per week?

Tip: Be honest with yourself. Social media requires attention and effort to be successful. Consider using tools that allow you to schedule posts, such as HootSuite, Sprout Social or Buffer.

- 1.
- 2.
- 3.

What social media channels will you employ?

Tip: Start slow. The only thing worse than no social media presence at all is silence on a live channel. Each tool connects with its users in a different way. Consider your audience and develop a message plan specific to channel.

- 1.
- 2.
- 3.

What are your three primary social media goals? What are two tactics you can employ to accomplish these goals?

Tip: Don't bite off more than you can chew. Consider how much time you can devote and develop a simple plan to get started. Tactics should be actionable and manageable.

- 1.
- 2.
- 3.

What are your key messages?

Tip: What's your story? Make your content relatable to your audience and interactive. Don't forget to include a call to action!

- 1.
- 2.
- 3.

What tool(s) will you use to monitor social media? How will you measure success?

Tip: Track what counts. Understand how social media will add value to your practice and monitor its progress.

- 1.
- 2.
- 3.

Where will you find content to post?

- 1.
- 2.
- 3.



EMERGE

EMpoweriNG civic Engagement and participation