Tools for Social Media Engagement

Assignment
Instructor: Heather Plett
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Based on your learning from this workshop, write a brief (1 to 1.5 pages) social media strategy for your business, organization, non-profit, community group, or yourself.

Consider the following questions (and whatever else comes to mind):

• What do you wish to accomplish through social media?
• Who is your target audience? Which social media platforms are they using?
• Which social media platforms will work best for your audience?
• How will your social media strategy connect with your communications/marketing strategy?
• How will you begin to establish your platform?
• What will you offer your readers that will be value-added for them?
• What’s your ongoing action plan for maintaining your feed? (eg. 3 tweets/day, scheduling posts, etc.)
• How will you evaluate the success of your plan?

Due Date: December 20, 2012
Submit to: heather@heatherplett.com