

CHOOSING A SOCIAL MEDIA PLATFORM WORKSHEET

This worksheet can help you identify your social media goals, key messages, and ideas about the target audiences for these efforts. Use the information from the worksheet when you review the various social media platforms available to you and decide which will best help you reach and engage your target audiences.

1. WHAT ARE OUR TOP TWO GOALS WITH THIS SOCIAL MEDIA EFFORT?

- To build awareness of our organization
- To share information about current programs/issues/policies
- To share educational information; to teach
- To engage audiences with content that is intended to help/motivate them
- To recruit volunteers, participants, members
- To build support for a specific organizational cause, program, policy, or effort
- Other: _____

2. WHAT KEY ORGANIZATIONAL MESSAGES DO WE WANT TO DELIVER USING SOCIAL MEDIA?

- a) _____
- b) _____
- c) _____

3. AUDIENCE:

Who are we trying to reach with our messages? _____

What age range are they in? _____

What type of social media platforms do they use? _____

What are key issues they care about? _____

What is our current relationship with this audience? (How well do they know our organization?)

4. HOW DOES OUR TARGET AUDIENCE USE SOCIAL MEDIA? (CHOOSE UP TO 2):

- Critics: they engage and comment on material online
- Creators: they develop and post new content online
- Collectors: they subscribe to RSS feeds, save content for reading/later reference
- Spectators: they don't participate but read content/watch videos/listen to podcasts, etc.
- Inactive: no activity