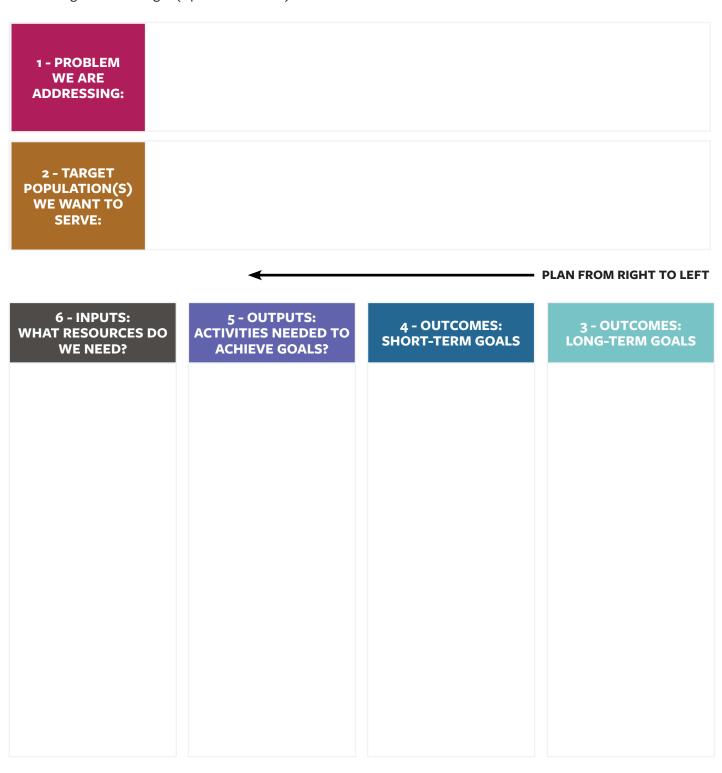
## A LOGIC MODEL FOR OUR SOCIAL MEDIA EFFORTS WORKSHEET

*Directions:* Fill out the fields in the logic model starting with 1) the problem you are addressing, and 2) a description of your target population(s).

Next, fill out the remaining fields starting on the RIGHT with 3) outcomes/long-term goals. Continue working right to left (outcomes to inputs) for planning purposes. When you are ready to implement your social media effort, refer back to the model, this time working from left to right (inputs to outcomes).



IMPLEMENT YOUR PLAN FROM LEFT TO RIGHT