

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).

1 - PROBLEM WE ARE ADDRESSING:	
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2 - TARGET POPULATION(S) WE WANT TO SERVE:	
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← **PLAN FROM RIGHT TO LEFT**

6 - INPUTS: WHAT RESOURCES DO WE NEED?	5 - OUTPUTS: ACTIVITIES NEEDED TO ACHIEVE GOALS?	4 - OUTCOMES: SHORT-TERM GOALS	3 - OUTCOMES: LONG-TERM GOALS
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IMPLEMENT YOUR PLAN FROM LEFT TO RIGHT →