

#StoriesThroughSocialStrategies

BONNER CONGRESS 2017

1. Evaluate your Social media. How are you doing now?

Where are we now?	Where do we want to be?
Number of Followers:	Number of Followers:
Average likes:	Average likes:
Average comments:	Average comments:
How often do you post content?	How often do you post content?

2. After evaluating your responses above, establish your strategic goal. What do you want to accomplish and why? What platform(s) will you be using and why?

My Goal is: _____

Possible Platform(s): _____

3. Plan your strategy. Follow the planning path below to figure out your next steps!

PLAN OF ACTION!

a) Detail Assessment:

My Story & It's Purpose:

What do you want to be known for? Why?

My Audience:

Who do you want to know you?

Platform Focus:

Where can you reach your audience best?

Content Type:

What kinds of things do they want to see?

People to Involve:

Who can help develop this project?

Tools and Resources:

What do you need to make this sustainable and effective?

b) Project Managing by Task:

TASK PRIORITY	TASK DETAILS	TASK DELEGATION	TASK DATE (To complete)
High			
High			
Medium			
Medium			
Low			
Low			

Additional Notes: