

Know Your Why Behind Social Media Assignment

Justin Daigle, CJE

Learning Target

SWBAT will create a social media plan that will help them deliver information to their community through their social media accounts.

Directions

Taking elements you learned throughout this presentation, create a social media plan. Use these bullets to help you complete this task:

- **WHY** are you creating social media accounts?
- **WHAT** social media accounts will you have?
- **WHO** will be running/have access to accounts?
- **WHAT** (and **WHEN** should) things should be posted?
- Make a **LIST** of things that you want to push out through your social media accounts.
- What will you **PUBLISH** on these accounts?
- Create a **STYLE GUIDE**.
 - What hashtags will you use?
 - Who are some commonly tagged handles you should be aware of that should be included in your social media posts?
 - How will you credit photographers?
 - What are you publishing and on what accounts?