

## SOCIAL MEDIA BRIEF

A social media strategy includes setting goals, determining messaging, selecting networks, brainstorming content, and evaluating your results. A strategy will prepare you for both the

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- What core values/messaging do you wish to communicate through social media? What do you

- What sort of content will you share on your chosen social media channel(s)?

- What information is of interest to your audience?
- What content is most engaging (i.e. initiates the most feedback, comments, etc.)?
- Do you already have appropriate content on hand? If not, how will you get/create it?

**F** – You won't grow followers overnight; it is a long process.

- What does success look like for your department/school on social media in six months or one year?
- How can you appeal to your targeted audience of fine to follow you online?
- What key performance indicators will you focus on to determine what's successful, what isn't and how you can improve?
- How will you stay relevant and strengthen relationships with your audience to power your long-term growth?