

What is my organization's next social media action?

This worksheet was designed to get you thinking about how to move your organization's social media presence forward one step at a time!

1. Which platform will we focus on?

- Facebook
- Instagram
- Twitter
- Pinterest
- _____
- _____

2. What Best Practices will we focus on? (choose one or two)

Examples:

- Set aside 2 hours each week to work on social media
- Establish the right avatar and "look" that will build our social media identity
- Create a social media support team (volunteers, staff, donors) to help grow our social media presence
- Organize a monthly brain-storm and planning session with key people (staff, volunteers, board, etc.)
- Create a monthly calendar and align specific social media strategies with organizational activities and events
- _____
- _____

3. What is one simple commitment I will make to advance our organization's social media presence?

(Focus on one thing you can complete in the next week)

Examples:

- Schedule a social media brainstorm session with key people (staff, volunteers, board, etc.)
- Check out what other diaper banks are doing that we might want to replicate
- Engage the support of two new social media support people to help spread our social media messages to their networks
- Establish a monthly social media calendar
- Fine tune our avatar to ensure continuity of messaging and identity
- _____
- _____

4. Now it's time to share your commitments! We will be posting our commitments onto the big screen!

- Laptop or Tablet:** Open up the polling site (www.pollev.com/coribenson369) and enter your commitment in the text box
- Text Messaging:** Turn to Page 5 of your "Before We Start" packet for instructions