

# Our Organizational Social Media W's

## Why do we want to connect?

### We want people to... (choose up to 3)

- Ex. We want teen moms to use our free daycare program.
- Ex. We want to build awareness about human trafficking in St. Louis.
- Ex. We to equip our congregation to share the gospel with their friends and neighbors.

## Who are we?

### The tone of our organization is...

- Ex. Friendly and supportive, casual and relatable like a friend
- Ex. Authoritative, fact-based, straightforward
- Ex. Helpful, graceful offering ideas and suggestions

## Who are they?

### Our target audience is...

- Age?
- Demographics?
- Geographic location?
- Interests?
- Religion/Denomination?

## What do we offer?

### Our organization offers...

- Research/Expertise?
- Images? Videos?
- Encouragement/Inspiration (Bible verses, quotes)?
- Wisdom/Insight?
- Humor?
- Tangible Resources?
- Anecdotes?
- Behind-the-Scenes?

## Where will we connect?

### Our organization will connect best on... (pick 1-3)

- Facebook? Twitter? Instagram? LinkedIn? YouTube? Yelp!

Tip: Consider where your target audience already is and the platform that best fits your content.

## Our Three Goals for Social Media:

### We will...

- Ex. Attract 5 new clients to our free day care by next school year.
- Ex. Gather 1,000 signatures on a petition.
- Ex. Get 100 shares to our outreach focused posts.

Tip: Choose SMART Goals: Specific, Measurable, Actionable, Realistic, Timely

## When will we do this?

### The person leading our social media strategy is:

We will meet about goals, budget, and content:

We will create/plan/schedule content:

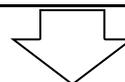
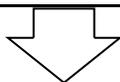
We will evaluate progress:

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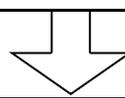
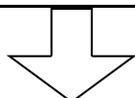
## Who are we?

The tone of our organization is...

## Who are they?

Our target audience is...

- 

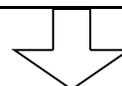
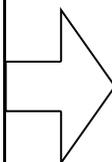


## What do we offer?

Our organization offers...

## Where will we connect?

Our organization will connect best on...



## Our Three Goals for Social Media:

We will...

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