



1. Create a goal.

- Brand Awareness
- Community Engagement + Education
- Program Recruitment
- Other:

DID YOU KNOW?

69%
of the adult population uses **Facebook**.



Twitter usage is slightly higher among men (24%) than women (21%).



37%
of the adult population uses **Instagram** and its popularity among teens continues to rise.

Source: MarketingCharts.com (April 24, 2019)

2. Identify your audience.

Who are they?

How old are they?

What platform are they using?

3. Develop a content strategy.

What kind of content will you share?
Pictures/videos?

When will you share it? When is your audience most likely going to be using their platforms?

	S	M	T	W	T	F	S
AM							
PM							

4. Engage with your followers.

- Comment: respond to questions, guide the experience**
- Share relevant content from other pages**
- Tag other accounts, give credit, spread the discussion**
- Like other posts**

5. Reason your results.

What is working? What are the posts with the most engagement?

What isn't working? How can you improve it?