



CIDER

Create, Identify, Develop, Engage, Reason
A Strategic Cheat Sheet to Social media

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?

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3 Develop your digital assets.

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?