

Social Media Planner - Brookline/Brighton Business Bootcamp

1. Pick one of your social media platforms – and work through the 5 steps below to help you develop a plan for one of your communities
2. Don't worry if it isn't perfect or complete – this will kick start the process for you and give you a framework for guiding you moving forward
3. Happy to discuss your homework during office hours on Friday

What do you hope to get from your social media?	
Do you think you have the right people in your community?	
What's one key benefit people have of joining your community?	
Come up with one sample approach for <u>promotion</u>, <u>engagement</u>, and <u>broadening the conversation</u>.	
Decide on 1 or 2 ways you will know your community is achieving its objectives (#1).	