Setting Social Media Strategies

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What We’ll Cover

1. Strategies
2. Setting Goals
3. Selecting & Managing Platforms
4. Creating content
5. Engaging
6. Follow-up
Setting Goals

• Specific
• Measurable
• Strategy
  – Who?
  – When?
  – How?
  – Expectations?
Selecting Platforms

- Quality Content
- Sustainable Contributions
- Audience Appropriate

Work with your resources!
Your Next ?s

• Who?
• How often?
• Approval?
Creating Content

• Engaging
• Appropriate
• Entertain & Promote
Be Professional!

(but have a sense of humor!)
Shift-y update: Workers will start removing empty shelves on Monday. There will be noise. Please plan ahead.
Engage with followers
What Next?

- Measure
- Analyze
- Strategize
- Move forward
- REPEAT!
Get In Touch!

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