Social Media Management Worksheet

1. Consider your audience
   Who is your audience?  Who will you focus on?

2. What are their expectations?
   Consider participatory communities, engagement expectations, platform competencies...

3. What conversation do you want to have?
   Quickly jot down a few conversations with your chosen audience

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reuse: https://goo.gl/VtraQT
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Focus

Your idea

What is needed to make this happen?
Consider: time, people, technology...

If you were part of the audience, what are 3 thoughts you might have if you saw this posted on social media?

Refine

Using your focused thoughts, draft the social media you want to post