

develop a plan

As you venture more into the world of social media, it is important to develop a plan. How do you want to be known on social media? Who are you going to follow, and who do you want to be followed by? How are you going to get people to follow and respond to you? Popular tweeps don't just get lucky, they have a plan...or they are Lady Gaga. Since you are not, you need a plan.

Directions: You will create a two-week plan for yourself on one specific social media site. Use the following guidelines to develop that plan, and you will execute the plan once it is all worked out.

What social media site will you be using? _____

What are you going to be an expert on through your account? (What is the focus of your posts?) _____

What 2-3 categories will your posts mostly fall under? (breaking news, commentary, humor, entertain, drive traffic to your site, update status, chat and respond to people, weigh in on hot topics, sharing ideas and content, etc...)

1. _____
2. _____
3. _____

How often will you post (your minimum)? _____

How will you post? Phone Computer Other _____

When will you post? (Think about your intended audience. What are their prime times on social media?)

If you get negative comments, how will you deal with them? _____

How quickly will you respond if someone replies or comments back to you?(within what amount of time)

What are you expectations/goals you hope to reach by sticking to this plan? _____

