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BUILDING A SOCIAL MEDIA STRATEGY FOR AN L3C

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First what is social media strategy?



- Choosing the tools you need for the media you'd like to use to promote your work
- The Tool does not come first – your message and how you want to promote it does!
 - ▣ “We need facebook, can you do that?”, “Get us on Twitter!”

Media



- Pick what you need to deliver a message
 - Video
 - Music
 - Pictures
 - Blogs and comments
 - Quick updates
 - Networking
 - Business contacts
 - Etc.

Just like your other promotions, social media is not willie nillie

- Yes you can have an editorial calendar around social media.
- There are tools that let you go a head and write your facebook posts, tweets, videos and other messages
- Ask the same questions you would with tradition media



The questions to ask



- Who are you trying to reach and engage?
- What are you trying to tell them?
- How quickly do you want them to get the message?
- Can you separate issues/programs/events into campaigns?
- Based on what you need to share, then pick your tools



Measuring success



- Likes and followers
- Google Analytics
- Website visits – shortened URL can track clicks
- Questions answered on LinkedIn
- Building engagement

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