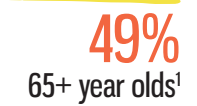
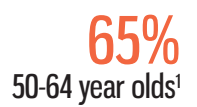
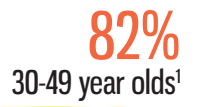
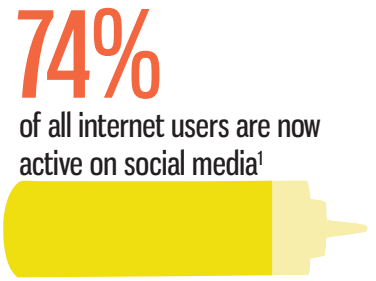




Social Media Cheeseburger



Commitment

Hold your social media strategy together through a commitment to the process. Be patient. It takes time, energy, and enthusiasm to use social media.



Know Your Audience

Mix up and vary your strategy depending on what appeals and resonates with the audience. Make sure and catch the audience's eye with multimedia and photos.

Engagement

Melt over the content and add a layer of engagement to your social media strategy. Keep in mind that social media is an engagement medium where customer service is key.

Content

The meat of any social media strategy is to provide meaningful, relevant, and fresh content to your target audience. Use social media as an opportunity to tell your program or service's story in a unique and interactive way.

Goals

All of the components of your social media strategy rest on a foundation: the ability to establish, track, and measure goals. Everything is built and layered upon these goals.

¹As of January 2014, social networking fact sheet, Pew Research, www.pewinternet.org/fact-sheets/social-networking-fact-sheet