### Platforms

* What social media platforms is Smarta posting content on?
  + For each platform:
    - How many college students use this platform?
    - How many people generally use this platform?
    - Has the user count for this platform gone up or down from the previous year?
    - What type of content is posted on this platform?
    - When people use this platform, what are the chances of one of their posts going viral, relative to other social media platforms?
    - What are the different ways users can interact with content and pages on this platform?
  + What is our ideal social media platform?

### Overall Goals of Social Media

* What are we aiming to achieve through our overall social media strategy?
* Is the biggest priority for social media new customer acquisition or customer retention/engagement? Why do you say this?

### Social Media Platform Plans

* \*\*For Each:
  + Based on how users can engage with content, what type of content are we posting on this platform?
  + Who is creating this content?
  + Who is scheduling this content to be posted?
  + What do we want users to feel when they see our content through this platform?
  + How high of quality does content need to be on this platform to perform well?
* Platform 1
* Platform 2
* Platform 3
* Platform 4

### Advertising on Each Social Media Platform

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### Month-to-Month Plan

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### Week-to-Week Plan

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### Day-to-Day Plan

### Social Media Analytics and Performance Tracking