**Thinking about your social strategy:**

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| **Who is your audience?** |
| **Who do you want to see your content? Current supporters? New supporters. What is their profile? Age/sex/interests?** |

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| **What Platform do you want to be on?** |
| **What works best for your audience? Are they more likely to be on Facebook, Twitter, Instagram or somewhere else?** |

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| **What’s your tone of voice?** |
| **Is your organisation formal and corporate or friendly and chatty? Are there words you do or don’t use? What’s your personality? Fonts, colours? Style of images** |

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| **What’s your content?** |
| **Who or what can you talk about?**  **What images/video can you use?**  **What stories will you tell?** |

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| **What do you want to achieve?** |
| **Is it about fundraising/actions or awareness? Driving people to your website? Attending an event or signing a petition? Where do you want to be in a years time?** |

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| **How will you know you’ve succeeded?** |
| **How will you measure success?**  **More likes/followers/fundraising/attendance at an event?** |