

Building your very own

# Social Media Strategy

**Three key benefits of a social media strategy:**

1. A Social Media Strategy helps your organization have a consistent message and voice.
2. A Social Media Strategy links your online outreach to your traditional media initiatives.
3. A Social Media Strategy can increase the amount and depth of advocacy your organization does.

## step One: Define the Audience

Strangers	Friends	Donors	Loyal donors	Advocates
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
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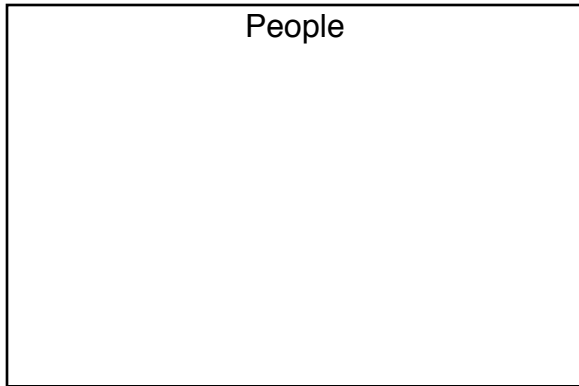
## step Two: set the Goals

Short Term

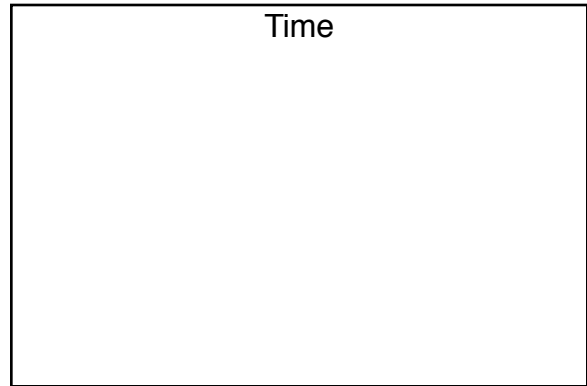
Long Term

## Step Three: Determine the Resources

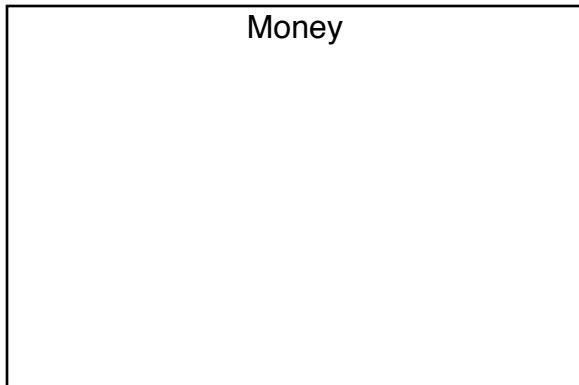
People



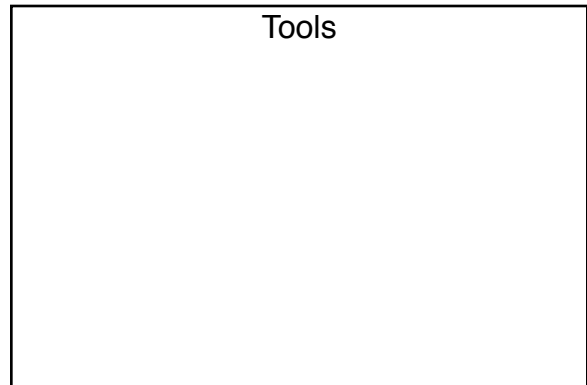
Time



Money



Tools



## Step Four: Take the Actions

Who	What	When	Where	Why
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
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## Step Five: Measure the Results

For more ways to use social media for your nonprofit organization, keep up with the latest ideas and tips at [Blog.coolPeopleCare.org](http://Blog.coolPeopleCare.org)