

STEPS TO BUILDING A SUCCESSFUL SOCIAL MEDIA CAMPAIGN

- ✦ Step one - State vision
- ✦ Step two - Identify your audience
- ✦ Step three - Set your timeline
- ✦ Step four - Identify what platform(s) will be used
- ✦ Step five - Brainstorm content ideas
- ✦ Step six - If there are multiple people on the campaign, assign roles
- ✦ Step seven - Create content
- ✦ Step eight - Post content
- ✦ Step nine - Once your campaign ends, reflect on positives outcomes and improvements for next time.