

EXERCISE

3.5

Social Media Campaign Strategy

During Exercise 2.3, you identified a policy goal, some objectives, and key messages for your advocacy campaign. Refer to that worksheet now, as you now think about how you might use social media to achieve those objectives. Begin designing a social media strategy by answering the questions below.

1. What is the objective for your social media campaign? Where does it fit with your other advocacy objectives and activities?
2. Who is your target audience for your social media campaign? When are they usually online?
3. What is the call to action for your target audience?
4. Which social media platform(s) will you use? What hashtags/keywords? How often will you post about your issue?
5. What special moments or events will you leverage or create?
6. How will you receive and respond to feedback?
7. Draft two or more short posts for your chosen platform to attract the attention of your target audience and ask them to do something to support your objective.