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**Worksheet - Social Media Strategy**

**My organization is a subject matter expert on the following topics:**

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**Humanize / Brand – I will present my organization the following brand:**

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**I can find content for my posts in the following areas:**

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**Things my organization is doing that I can discuss: (volunteers, event, policy, campaign)**

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**Using the 1/3 Engagement / 1/3 Self Pomotion / 1/3 Education Rule : Provide Examples for each section.**

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**The social account(s) I will focus on improving or exploring is/are:**

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**The resources I will learn and use are:**

* Getpocket.com - Organizes saved webpages
* # search
* Network for Good.org - All things marketing & fundraising for nonprofits
* Google Alerts - Industry or key word alerts
* FastCompany.com - articles/info
* Qzz.com - Create quizzes
* Repost - Instagram reposts
* Flipgram - Create short videos
* Hootsuite - Social media scheduler
* Wordle - Word clouds
* Bitly - Shortens URLs

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