



## *WHAT ARE YOUR SOCIAL MEDIA GOALS?*

**Directions: Write down what you want to accomplish for your Member Association through social media.**

1)
2)
3)
4)
5)

**Here are a few sample goals that might work well within your social media strategy.**

- Deliver key messages and information about MA activities/resources, water issues, members
- Increase followers on accounts
- Increase engagement on accounts
- Provide members with useful information
- Reach more millennials, particularly to engage on water issues and promote WEF/ MA membership
- More outreach to the public to build awareness of WEF/MA and water issues






## HOW WILL YOU ACCOMPLISH YOUR GOALS?

**Directions: Now that you know what you want to accomplish outline the steps you will take to reach your goals.**

1)
2)
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**Below are sample actions your MA might take to help accomplish your goals.**

- Post frequently to your social accounts. (SAMPLE)

	Increase posting from weekly to daily
	Increase posting from from 1-2 times per day to 3-4 times per day
	Post daily to the profile feed and weekly to the group feed.

- Diversify content to capture various WEF and MA activities, water issues, members, and industry news
- Post more multimedia content: photos, videos, infographics
- Use analytics to optimize posting times and target content to audience demographics
- Show human side of WEF, MA and members with “casual” content and images of people
- Engage with followers by liking comments, answering questions, responding to messages
- Use newest features like Facebook Live, 360-degree photos/graphics
- Use paid advertising to boost post visibility (Marketing)
- Provide policy with social guidelines to staff