



Social Media Worksheet

1) What does success for your nonprofit on social media look like?

A WORD OF CAUTION: A good goal is NOT to “raise awareness” or “increase visibility” by itself. Awareness without action is not worth very much. As Seth Godin said, “Everyone reading this is aware that turnips are a root vegetable. But knowing they exist doesn’t mean you’re going to have them for dinner.” Dig deeper - if the world becomes more aware of your work, what do you hope that will lead to?

2) Who are you trying to reach and engage (choose one target audience)?

3) Why are they (or would they be) interested in and passionate about your work?

4) What other topics are they interested in? Local news, parenting, environment, social justice, sports, etc.

5) Write down at least 2 types of social media posts that you can share on social media (Ethos, Pathos, Logos).

6) Write down at least 2 ways you can use video on social media.

7) Write down at least 2 tools you are going to explore to create graphics or videos.

What is ONE action you are going to take today to get moving towards your social media goals?