



Mastering Social Media: Building Your Toolkit for Success

Agenda

Participants will learn to create a robust social media toolkit, covering goal setting, audience targeting and content strategy. Through interactive breakout exercises and discussions, learn to monitor analytics and foster community engagement to excel in the dynamic world of social media. By the end, attendees will be equipped with practical skills to maintain effective social media management.

- Introduction and Overview
 - Group Breakout Sessions
 - Individual Breakout Reflection
 - Setting a scale of experience (make sure each group is well rounded)
- Understanding Social Media
 - Importance of social media in today's world
 - Key platforms and their audience demographics
 - Trends and best practices
- Identifying objectives and target audience (poll)
 - Understanding target audience personas
 - Defining goals for social media presence
- Crafting Content Strategy
 - Content types: Text, images, videos, etc.
 - Content calendar and scheduling
 - Guidelines for engaging and shareable content
- Selecting Tools and Platforms
 - Overview of social media management tools
 - Evaluating platforms for fit and reach
 - Budget considerations
- Implementing monitoring and analytics
 - Setting up monitoring systems
 - Analyzing metrics and KPIs
 - Adjusting strategies based on insights
- Community Building and Engagement
 - Strategies for growing a following
 - Techniques for fostering engagement
 - Handling feedback and interactions
- Workshop and Group Activities
 - Tailoring content and strategies accordingly
 - Role-playing scenarios for crisis management- Response plan
 - Hands-on practice with tools and platforms
- Its all you!- Personalizing your own unique social media plan (exercise w/ worksheet)
 - Brainstorming sessions for content ideas
 - Role-playing scenarios for crisis management
 - Hands-on practice with tools and platforms
- Q&A and Conclusion
 - Open floor for discussion
 - Sharing of insights and experiences
 - Summary of key takeaways
 - Final thoughts

**** Agenda Subject to Change*