

# Social Media for Science

*A quick guide to planning your social media presence or campaign*

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Before starting a social media endeavor, think strategy. This worksheet will help you focus your efforts. *Start with what you want to communicate, not the tool you want to use!*

**Who?** Identify your key audience(s).

**Why?** Think about the role you want these audiences to have. Collaborators? Ambassadors? Potential beneficiaries?

**What for?** Think about what you want to achieve, what you will communicate, and to what end.

What you want to achieve:

What you will communicate:

Desired outcome(s)—Awareness? Participation in a project or campaign? Feedback?:

**When?** Are there key milestones, releases, timely news to connect to?



**Now dig a little more into the details.**

**How will you connect** to your target audience?

**How much time and energy** can you contribute, and **what resources** do you have?

**Choose your medium** (e.g. Twitter, Facebook, YouTube, Instagram, blog, other):

**Identify ambassadors:**

**Measure and assess** (how can you determine whether your campaign is a success, both during and after?):

**Sample entry:**

**Notes and Scribbles:**

