



SOCIAL MEDIA FOR SCIENCE WORKSHEET

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, 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: