

SOCIAL MEDIA 101: Building a Social Media Strategy

IDENTIFY YOUR AUDIENCE:

LIST YOUR GOALS:

CONTENT / POSTS:

IDEA #1

IDEA #2

IDEA #3

Things to Remember:

- ▶ Post consistent content and engage with your audience
- ▶ #EKUPeople, #EKUPlaces, and #EKUPrograms are key topics for the University strategy
- ▶ Set and track goals using social media analytics

brand.eku.edu/social-media