

Episode 10 Worksheet



Social Media Engagement

This worksheet will help you take action after (or along with) tuning in to Episode 10 of Social Strategy Fundamentals. If you've downloaded the [Fundamentals of Social Media Strategy](#) book, chapter 10 shares more detail about social media engagement.

Continue building out your social media strategy with notes and documentation for your social media engagement.

What principles guide your engagement activities on social media?

Do you use any content moderation or filtering tools? Is this aligned with your campus's policies?

How does your engagement strategy vary by audience?

How does it vary by platform?

How do you engage when your community wants to discuss tough issues?

How do you guide the groups you lead/liaison with and/or use your student ambassadors in your engagement strategy?
