

## **P** People.

a) Who are you trying to reach? How are they using social media? Start a social media strategy by understanding your audience and their use of social media.

b) What do you want to learn/hear? Who do you want to follow?

## **O** Objectives. What are you trying to accomplish with social media? Decide on your objectives before you choose which tools to use.

## **S** Strategy. How does social media support your objectives? What will success look like? Create a realistic plan for meeting your objectives.

## **T** Technology/Tool(s). What tools best support your objectives and your audience's communication needs? How much time do you need to allocate to using this tool(s)? Select tool(s) after considering your audience, objectives, and strategy.