

# **SOCIAL Media for Education Foundations**

## **Specific –**

- Set specific goals. Friend 90% of your donor base. Create a target list of “friends” to engage in conversation, Board of Ed, School Administrators, PTA’s.
- Relevant and specific topics that conversations with your constituency has lead you to.
- Ask Specific questions when you post. Yes or No, True or False, etc. People are willing to respond if it is quick.

## **Measurable –**

- Make sure you can measure what you've just gotten specific about. How many people liked and commented to a post? How many responded/ attended to an event. How much traffic did your facebook page drive to the website? Did Facebook get the campaign word out?

## **Attainable –**

- Realistic and Optimistic goals are not mutually exclusive.

## **Realistic –**

- The more you conduct social media campaigns, the better sense you'll have about what's realistic. Ask for feedback to guide the next event or campaign.

## **Timely –**

- Early and OFTEN is the key!