

Using Social Media as A Tool to Support Families

Discussion Questions:

- Who is your target audience on social media? Discuss the key demographics, interests, and online behavior of your target audience, and how you can tailor your content and messaging to effectively reach and engage them.
- What are your specific goals and objectives for your social media strategy? Discuss whether your primary focus is on increasing brand awareness, driving website traffic, generating leads, or other specific objectives.
- What types of content will you create and share on social media? Discuss the mix of content formats (e.g., text, images, videos, infographics), themes, and topics that align with your brand and resonate with your target audience.
- How often will you post on social media, and at what times? Discuss the frequency and timing of your social media posts, as well as any key dates, events, or campaigns that should be included in your content calendar.
- How will you measure the success of your social media strategy? Discuss the key metrics you will track and how you will use the data to refine and improve your strategy over time.