Social Media Strategy Proposal

# 1. Introduction

* Briefly introduce your chosen church or ministry.
* State the purpose of this social media strategy.

# 2. Audience Analysis (20 Points)

* Demographics: Age, location, interests, etc.
* Social Media Usage: Preferred platforms, online habits.
* Needs and Preferences: What does the audience seek from social media interactions with the church/ministry?

# 3. Platform Selection (20 Points)

* Choice of Platforms: List the two platforms you have chosen.
* Justification: Explain why these platforms are best suited for your target audience.

# 4. Content Plan (20 Points)

* Weekly Calendar: Draft a one-week content calendar. Include the type of post (e.g., inspirational, event, community) and intended posting day/time.
* Content Description: Briefly describe the content of each post.

# 5. Engagement Strategy (20 Points)

* Engagement Methods: How will you encourage interaction (e.g., questions, polls, comments)?
* Community Building: How will your strategy foster a sense of community?

# 6. Risk Management (20 Points)

* Potential Challenges: Identify possible challenges (e.g., negative comments, platform changes).
* Solutions: Propose strategies to address these challenges.