SOCIAL MEDIA STRATEGY



Research

- · Policy
- Content Standards
- Records Management



Planning

- Purpose
- Audience
- Gools
- + Platforms



Implementation

- Crisis Communication
- · Voice & Tone
- Style Guide
- Standards & Compliance
- Content Curation
- Social Media
 Management



Evaluation

- Monitoring & Listening
- Filter Mapping
- Analytics & Course Correction

Successful Media Relations A Practioners Guide

JR Anderson

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