

# Promoting your work online with social media: Understanding your priorities

Think about your own work and who you would like to engage. What would success look like for you, your current project, your team or your organisation? What impact would you like it to have and who would you want to reach?

<p><b>Who is/are the intended audience(s)?</b> Who do you want to engage with? Who do you have an obligation or target to engage with? What are the demographics or special aspects of these audiences?</p>	
<p><b>What impact or audience-related objectives have been set by your organisation or agreed with your client?</b> What types of outcome have been agreed? How will you know when those objectives have been met?</p>	
<p><b>Are there other hopes or expectations that you have for your work, and ensuring it reaches wider audiences?</b> Is there a niche audience you want to reach? Is there an unofficial target for engagement? Is there a follow-on project to seed?</p>	
<p><b>Are there particular activities you definitely want to get involved in?</b> Think about the activities your social media and online presence could enable, e.g. working with community groups; reaching out to public figures; working with industry; engaging with the press, etc.</p>	

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<p><b>What would success look like?</b> What do you want your work or campaign to achieve beyond your planned formal outputs?</p>	
<p><b>What kind of impact would that involve?</b> Think about what change your work might make or how your audience is being asked to actively engage.</p>	
<p><b>What are your goals for promoting your work online?</b> Think about any SMART (Specific, Measurable, Achievable, Relevant and Time-bound) goals, and your wider priorities. Think about how these would fit into your project or organisational goals.  [Do you have any personal/CPD goals in engaging with social media and online promotion of your work?]</p>	
<p><b>What support do you have available to help you achieve your goals?</b> Think about any local knowledge, support, mentors, supportive knowledge exchange or public engagement colleagues, press teams, national organisations, resources , budget, etc.. available to you.  Who in your network or existing active audience base can help you get started?</p>	

# Promoting your work online with social media and more: Identifying content you can share

Use this sheet to capture the content you already have and which you could use to help you communicate and engage with your audiences.

Think about: Images, video content, audio material, slides, interactive content, sharable milestones or audience content that can be promoted.

Asset(s)	What's the story?	Practical considerations
<i>e.g. key video launching a new campaign.</i>	<i>We have a high profile advocate and exciting new project to share. We want you to participate and contribute your content to our campaign hashtag.</i>	<i>When should you publish the video? Can you get your featured advocate to promote the campaign to their own audiences?</i>

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