

## ***Breakout Session: EDF's "So You Think You Can Do Social Media"***

### **Guidelines**

- If you don't have enough information, make up what you need to keep going. This is just an exercise! Even the winning strategy will be refined before it's executed.
- There are no right or wrong answers – many different strategies could achieve your goal.
- **You have 60 minutes** for your group work. Please stick to the time limit.
- Your whole team will have 40 minutes to discuss and to choose a team strategy.

### **1. Get started (5 minutes)**

- Choose:
  - a **group leader** who will report what you decide to the full team
  - a **note taker** who will take notes and write on your flip charts
  - a **timekeeper**
- Read your team's challenge.

### **2. Review PEOPLE CARDS and specify your audience (5 minutes)**

- Describe what you know about the audience
- Describe any additional research that you need to better understand the audience's online social behavior or understanding/perceptions about your organization or issues?

### **3. Refine the objective laid out in your challenge (5 minutes)**

- Refine the objectives based on your audience.
- Make them specific, measurable and attainable.

### **4. Choose STRATEGY BUILDING BLOCKS and TOOL CARDS (25 minutes)**

- Which strategy building blocks do you need to reach your objective?
- Select tools from those categories to reach your audience.
- **Use no more than 10 points worth of tools!**
- Discuss trade-offs as needed.

### **5. Prepare flip chart to share with the full team (10 minutes)**

- Note the highlights of your strategy – your audience, objective, tools -- and why
- Summarize the trade-offs and assumption you made
- How is it different from other groups' strategies?

### **6. Reach consensus on full team strategy (40 minutes, including all group reports)**

- Choose a strategy (or mix of strategies) for your team to present to the entire EDF staff.
- Choose representatives to make your presentation spectacular!