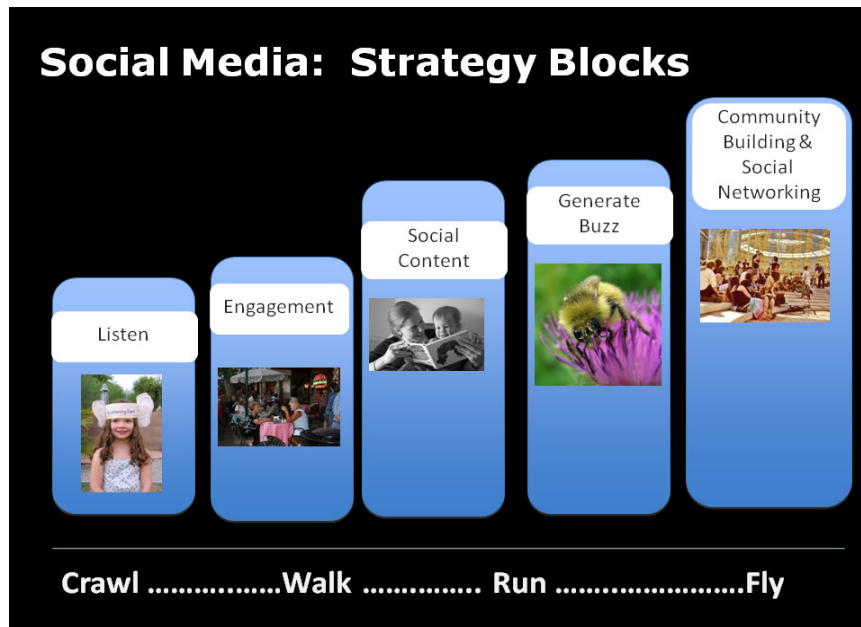


Social Media: Strategy Blocks



Listen	Engage
<p>Know what is being said online about EDF and our issues.</p> <p>You can listen with free tools like Google Reader or professional tools that the Web team can set you up with. What key words will use? How will you link your listening to decisions or actions?</p> <p style="text-align: right;"><i>5 cards</i></p>	<p>Join the conversation with your audience, and start building a relationship you can draw on later.</p> <p>You can engage by answering questions, offering help and commenting. What can you contribute to a conversation?</p> <p style="text-align: right;"><i>6 cards</i></p>
Invite or Provide Content	Generate Buzz
<p>Content is any material that can help drive conversation – articles, videos, images, data, etc.</p> <p>You and others can publish content on web sites, blogs, Flickr, YouTube, or wikis. What content does your audience wants? What content might encourage them to support your goal?</p> <p style="text-align: right;"><i>10 cards</i></p>	<p>Share your message with enthusiastic supporters, who in turn may pass it on.</p> <p>Before you can get the benefits of buzz, have to have a relationship with your audience, and something that they want to share. Why will people want to talk about your or your message?</p> <p style="text-align: right;"><i>10 cards</i></p>
Build a Community	Bridge: Offline/Online
<p>Create a place where people can interact with you and each other.</p> <p>Hosting a community shows a commitment to multi-way communication. This can range from a joining an existing Facebook group to building your own social network. How will the community benefit the people who join it?</p> <p style="text-align: right;"><i>3 cards</i></p>	<p>Social media might not be the only place where people encounter you and your issues. Things to think about:</p> <ul style="list-style-type: none"> - How does you plan match up with how you interact with your audience offline? - Is it important for your audience to act in the offline world? How can you make that easy for them to do?