



# SOCIAL MEDIA STRATEGY

Building your online presence



## Social Media?

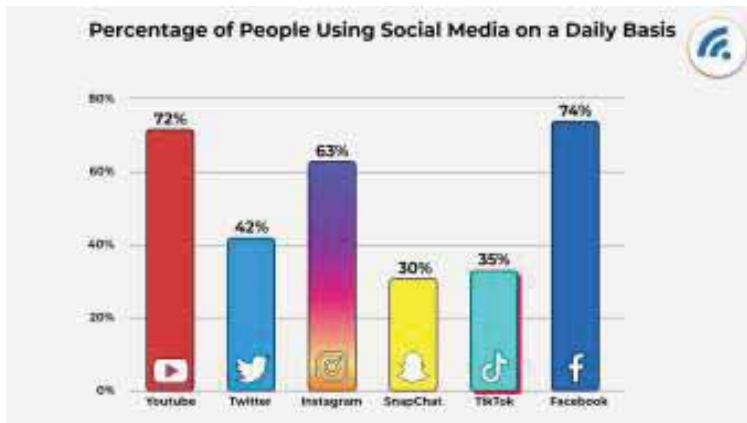
**Facilitating communication, interaction, and collaboration among individuals and groups on the internet.**

## Diffrence of Media

Traditional Media	Social Media
<ul style="list-style-type: none"><li>• Television, Radio, Print</li></ul>	<ul style="list-style-type: none"><li>• Facebook, X (formerly twitter), Instagram, Tiktok, Pinterest, YouTube, LinkedIn</li></ul>
<ul style="list-style-type: none"><li>• One to many</li></ul>	<ul style="list-style-type: none"><li>• Many to many</li></ul>
<ul style="list-style-type: none"><li>• Limited interaction</li></ul>	<ul style="list-style-type: none"><li>• Audiences as active participants(social media engagement)</li></ul>
<ul style="list-style-type: none"><li>• Audiences as passive recipients of information</li></ul>	<ul style="list-style-type: none"><li>• Quick feedback</li></ul>

## SOCIAL MEDIA STRATEGY

# WHY SOCIAL MEDIA MATTERS ?



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## Setting clear objectives

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# Knowing Your Audience

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# Choosing the Right Platforms

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# Content Creation

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# Content Calendar

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# Tools and Resources

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## *Knowledge Check*

**Facebook**

**Advantages of using social media**

**Twitter**

**Disadvantages of using social media**



**THANKS!**