

# Multi-Media Story Telling

## Using Social Media Effectively

1. What are somethings that are identifiers of your club/org?

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2. Who is your audience?

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3. What does a mission statement sound like?  
Goals/purpose?

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4. What colors, symbols, fonts, etc. do you want to use?

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5. What are your biggest event(s) that you want to capitalize on?

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6. What clubs/orgs could you work with?

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# Brainstorm!

What are key actionable items you can identify to create, build, or improve your social media presence?