**Identifying your goals**

What are you realistically going to do for the rest of the semester and over winter break?

*Remember that goals should be SMART (Specific, Measurable, Attainable, Realistic, and Timely)*

List three possible goals for your chapter’s social media communications. They should be designed to keep current members engaged with the chapter. Examples include increasing engagement (measured through likes or reshares)

1.

2.

3.

**Identifying Content to Share**

Now you can consider sample content.

What topic area “buckets” can you develop content from and share to keep your current members engaged?

1.

2.

3.

4.

5.

**Measuring your progress**

How will you measure your progress?

How will you measure member engagement?