

# Intentional Social Media

What do you like about social media?

What don't you like about social media?

## I want to...

*Inspire, impact policy, learn, highlight my research, complain, influence the media, brag, challenge ...*

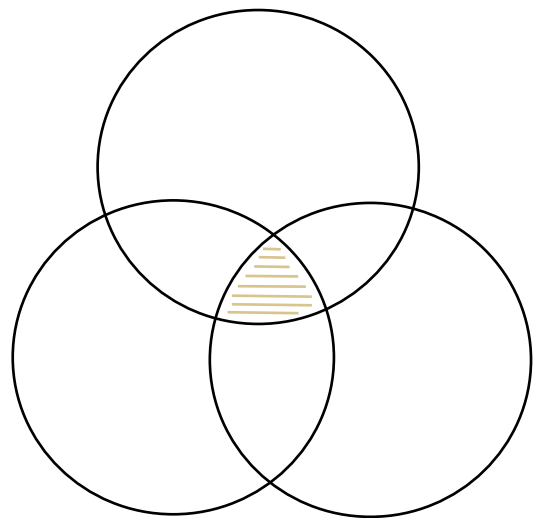
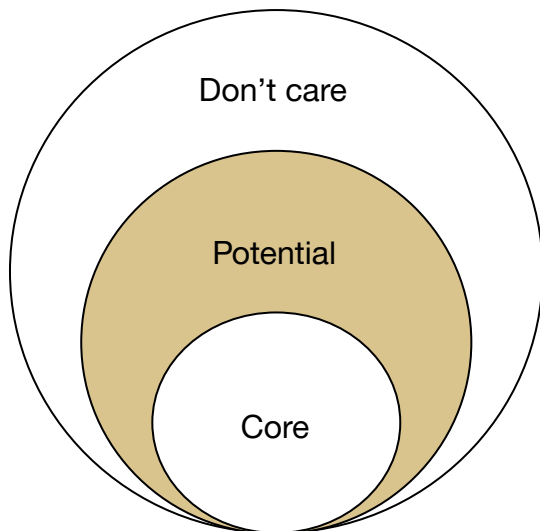
## with...

*What is your **unique** contribution?*

## to whom...

*Who do you **want** to share this with?*

*Who do you **need** to share this with?*



*Influencers:*

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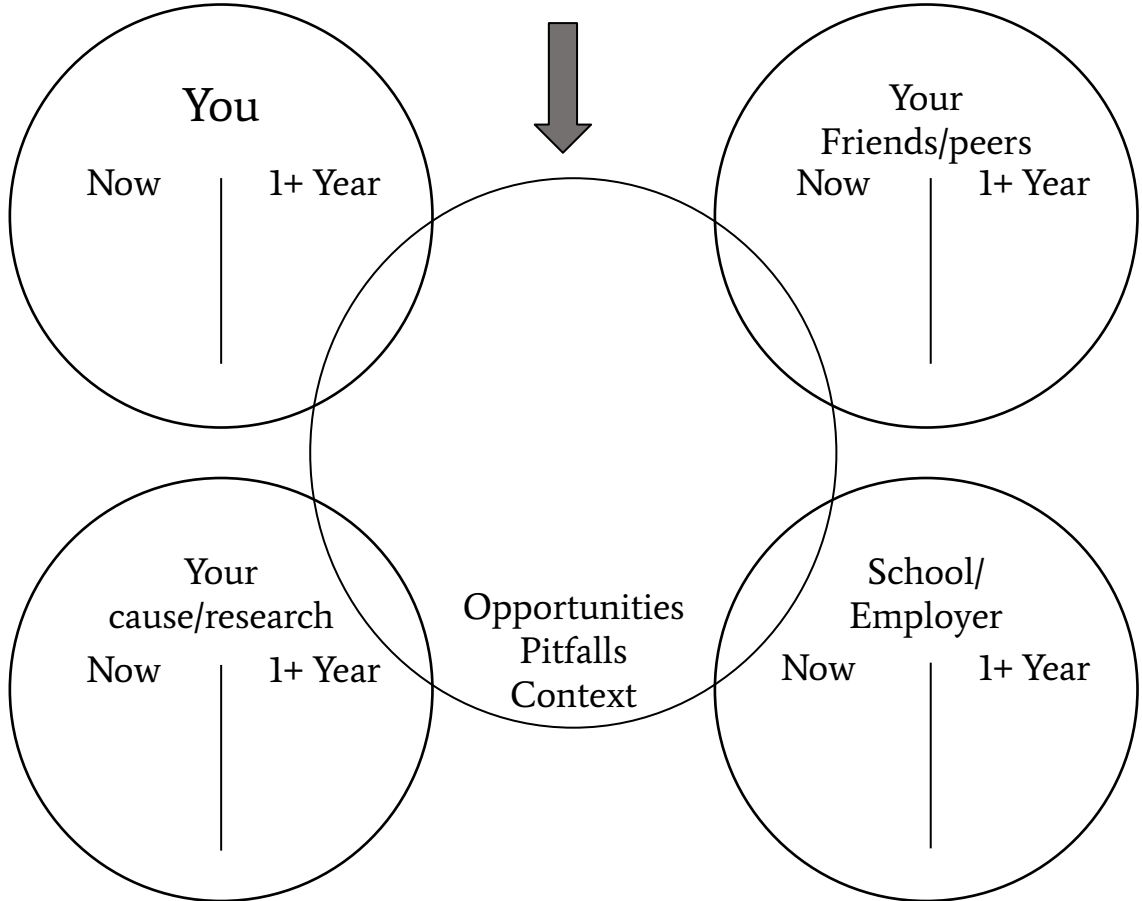
## through...

*How do you create value for your audience?*

*How can you highlight your unique contributions?*

- Connect the dots (relatable)
- Be outcome driven (so what?)
- Progress the influence (journey)
- Tell a story (emotion)

What happens here?



How do your answers above help or hinder achieving what you want to do?

*(What if the audience(s) you identified have different perspectives about social media than you?)*