

Social Media Action Plan

This is a tool to record specific ideas and action steps that will help your jurisdiction increase its use of social media for HIV prevention. Please utilize this document throughout the duration of the social media learning collaborative.

What are we looking to accomplish on social media?	
Our barriers interfering with our use of social media are:	Opportunities we can explore to address the barriers are:
Our goal is to:	
Our objective to meet this goal is:	
Our target audience is (segment of priority population):	
The strategies we will consider to research our target audience are:	
The ideas we will consider to engage our audience and measure engagement are:	

The online tools and programmatic resources we may need are:

To acquire these tools and resources, we may need to:

Based on this plan, our action steps for the next 90 days are to:

What follow-up TA will we need to support this plan?

Additional notes and ideas: