How do I use social media to engage the right audience and reach more communities in need?

Make yourself known

Ads

- Objectives
- Target audience
- Organic content
- Review, measure, reiterate and optimize

Reach new people

Outreach

- Interest of the target population
- Target audience
- Ads and trusted networks
- Link outreach to overall content

Advocate for change

Advocacy

- Objectives
- Target audience
- Content
- Engage and discuss
- Links
- Implementation