

# Social Media

## Organization Name

Network	Handle	Goals	Actions
<i>Facebook</i>	<i>Example Organization</i>	<i>Increase Event Volunteer Participation</i>	<i>Post Campaign Promoting Events, Include Benefit Statements and Call to Action to Register, Link to Website Event Page</i>

# Strategy

**Date**

<b>Metrics / Performance Indicators</b>	<b>Metrics Date Range</b>	<b>Notes</b>
<i>Increase in Annual Event Volunteers, Increase in Site Traffic to Event Webpage, Increase in Facebook Friends</i>	3/1/2020 - 3/2/2020	