At-Large Social Media Working Group

Working Together

How, Where

Tools & Social Platforms

- Propose which SM tools to use
- Propose which SM Platforms to use
- Train team members on how to use the proposed SM Tools
- Synchronize with other groups

When

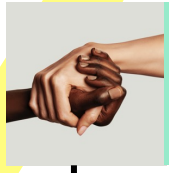
Time Zone Messaging & Timeline

- Propose a timeline to publish the messages
- Propose a time zone template for publishing
- Synchronize with other groups

What

Message Content

- Propose Outreach & Policy Message Content
- Synchronize with other groups



Outreach

Booth Logistics & Coordination

- Create and Coordinate Booth Schedule
- Recruit Volunteers to Manage the Booth
- Propose Engagement Ideas (Photos, Games, etc.)
- Synchronize with other groups

Competition

Logistics & Coordination

- Create and Coordinate Competition
- Propose Winning Gift(s)
- Tally Results
- Synchronize with other groups

Results

Define Metrics Acquire & Analyze

- Propose Metrics
- Identify tools to acquire and analyze
- Report
- Synchronize with other groups