

LEVERAGING SOCIAL MEDIA FOR AWARENESS

Answer the questions below to create your social media strategy and start brainstorming some ideas for content to post.

What platforms do you want to post to? Research each of these platforms to see if they're a good fit for your organization and check off the ones you want to post to.

FACEBOOK	REDDIT
YOUTUBE	PINTEREST
INSTAGRAM	DISCORD
X/TWITTER	TWITCH
TIKTOK	TUMBLR
LINKEDIN	OTHER
SNAPCHAT	

WHAT DAYS OF THE WEEK DO YOU WANT TO POST ON AND AT WHAT TIME?

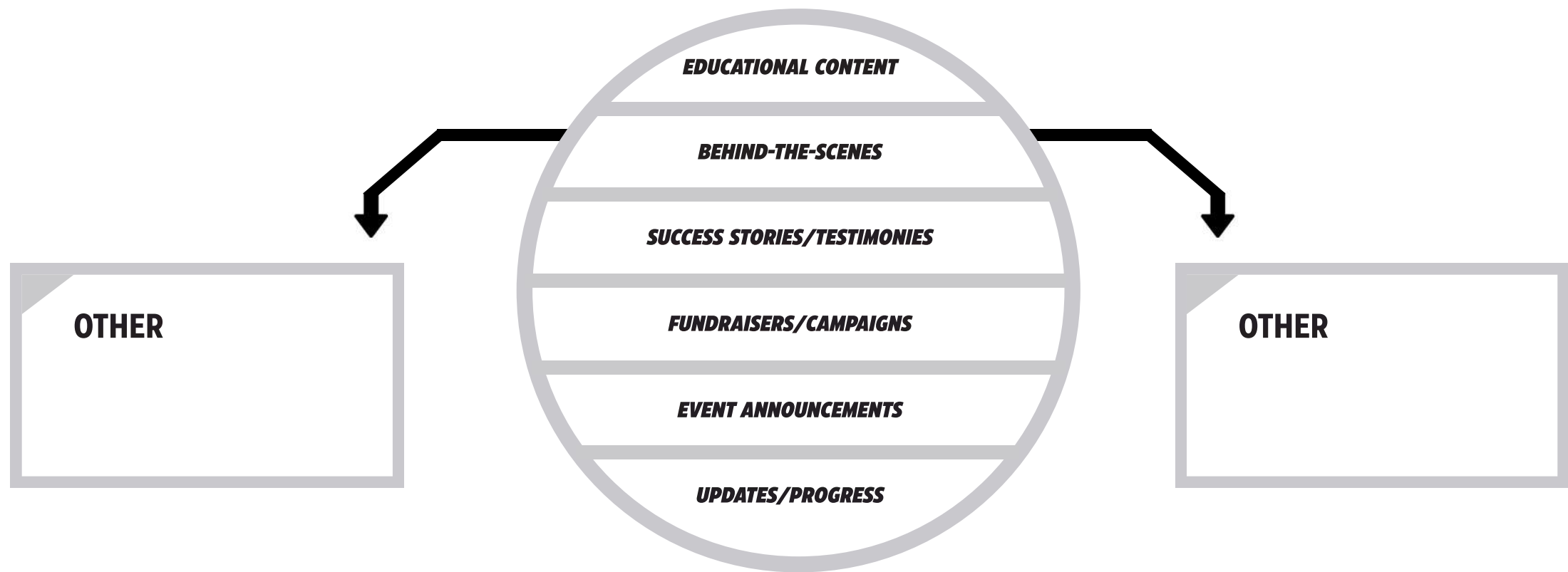
MON	FRI
TUE	SAT
WED	SUN
THURS	

ARE YOU GOING TO CREATE CONTENT YOURSELF OR HIRE SOMEONE?

DO IT MYSELF	HIRE SOMEONE
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WHAT IS YOUR MONTHLY BUDGET FOR RUNNING YOUR SOCIAL MEDIA PAGES?

WHAT KIND OF CONTENT ARE YOU GOING TO MAKE?



CHATGPT PROMPT

If you're creating content on your own, consider using ChatGPT to write your posts for you. Have it write scripts for videos, content for posts, and descriptions to add to the posts.

Here are a few example prompts to guide you on how to ask ChatGPT to write your posts:

Prompt	Instructions
Instruction 1	Give me five ideas for social media posts to educate people on how many pets go missing each year because of neglect.
Instruction 2	Write copy for an Instagram infographic about the statistic "6.5 million companion animals enter animal shelters in the United States every year" then write a description for this post."
Instruction 3	Write a casual script and post description for a TikTok video asking people to volunteer for my animal shelter's weekly dog walking events.
Instruction 4	Write a fun and engaging 30-second Instagram story reel based on my shelter's About Us page: [copy and paste your About Us page].