#### Develop a social media plan

**A social media plan can be useful to ensure that you’re communicating effectively online** and using appropriate platforms to maximise your reach and interaction. Take time to consider:

###### Who are you trying to reach?

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**Who will be the spokesperson or voice for your community group?**

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###### What are you hoping to achieve?

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**How often will you post?**

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###### How will you evaluate success?

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