Social Media Marketing Brief

In two detailed and specific paragraphs, please articulate your strategy for marketing with social media. Use your design style guide to guide your formatting of this document. This should be professional and exhibition quality.

**1) Choose Your Social Media Network**  
**What do you want to achieve with social media? Why did you choose the social media network that you did? Does your choice of social media align with your overall marketing strategy and company values? How?**

**2) Identify your posting strategy.**

What’s the ideal amount to post per day? How often should you post? When should you post? What should you post? What will be your “staple” post? How will you use the 4:1 ratio? **How will your strategy help you reach your target market and other supporters?**

**Print this out and include it in your Project Portfolio. Absolutely ZERO grammar or spelling errors, please!**