**Choosing Social Media Tools Framework Development**

**Task:** Develop a decision-making framework that a staff or individual could use to determine the best social media tool to use for a given scenario.

Background: It seems that a new social media tool is launched for the public on a daily basis. Each tool has its own appeal, but not all of them are useful for entrepreneurship. In this activity, you will consider what you have learned about social media and entrepreneurship to develop a process someone could follow to determine which tool to use in a given scenario.

For example, you might consider the following questions:

1. Who does our audience include — parents, students, staff, faculty, administration? What social media tools do the members of our audience use?
2. Which members of the audience should be targeted for different stories or marketing purposes?
3. For which purposes do we use social media — teasing stories or spreads? Live coverage? Curating content? Soliciting audience involvement? Selling or distributing yearbooks, newspapers or other content? Drawing the audience to online content?

You should also consider the host of social media tools at your disposal:

|  |  |  |  |
| --- | --- | --- | --- |
| Facebook | Instagram | Periscope | Tumblr |
| Twitter | Snapchat | Pinterest | Vine |

Your framework should …

1. Identify the social media tools you will use
2. Identify which members of your audience you will target with each tool
3. Identify for which purposes you will use the social media tools
4. Include a step-by-step process for helping members of your staff make decisions about choosing social media tools.

You might consider representing this in a visual form, which could look like a series of questions, chart or some other kind of diagram. (Creating this in design software such as InDesign or Photoshop is great practice, but free web-based tools such as Piktochart or Canva offer a variety of options. Creating a one-slide visual using Google Slides is another way you may choose to present your framework.