**USING SOCIAL MEDIA TO CULTIVATE COVERAGE PRESENTATION WORKSHEET**

1. What social media platform is popular with our student body?
2. What is our purpose, intent and vision for our staff social media use?
3. How are we engaging with our student body on social media?
4. List 3-5 tips for building voice and a community on social media?
5. Explain how observing social media posts from your audience can give you story ideas.
6. What does social media posts from your student body tell you about their behaviors, relationships, attitudes, values and environment? How can you develop these into story concepts?