

SOCIAL MEDIA DISCUSSION PROMPTS

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- **Who is our target audience?**
- **What do we want to achieve?**
- **How can we make sure that we reach them?**
- **How can we make our content engaging?**
- **What skills do we need? Would we need additional training or collaborate with others?**
- **What other resources will we need? Will there be associated costs?**
- **How often should we update or be active?**
- **How could we expand our reach without additional time investment?**
- **How are we going to evaluate our efforts?**

