Determine your school brand

1. Who are your stakeholders / What are their values?

2. What are YOUR guiding principles and core values?

3. What is the purpose of your SM Campaign?

4. Which SM platform/s do your stakeholders use?

5. Design: What are your colors and font pairing?


7. Hashtag(s)
Posting Details

8. Who will post?

9. How often will you post in each platform?

10. Is there a budget for subscriptions? How much?