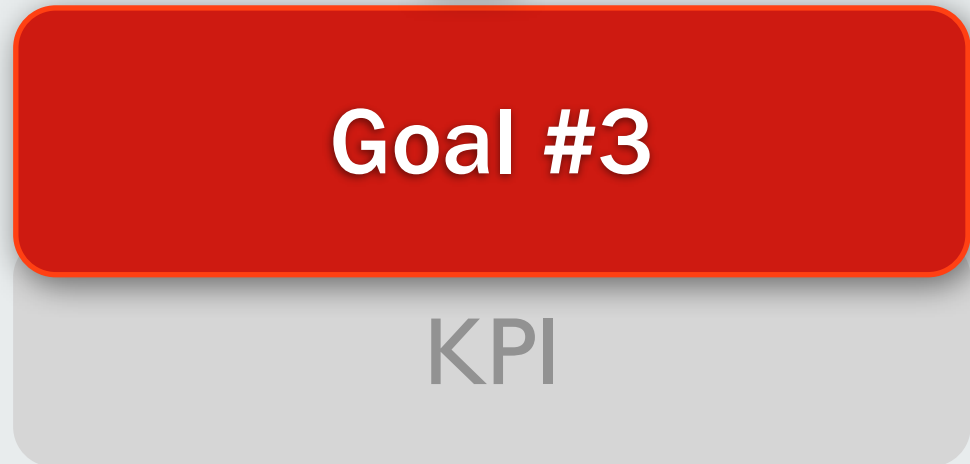
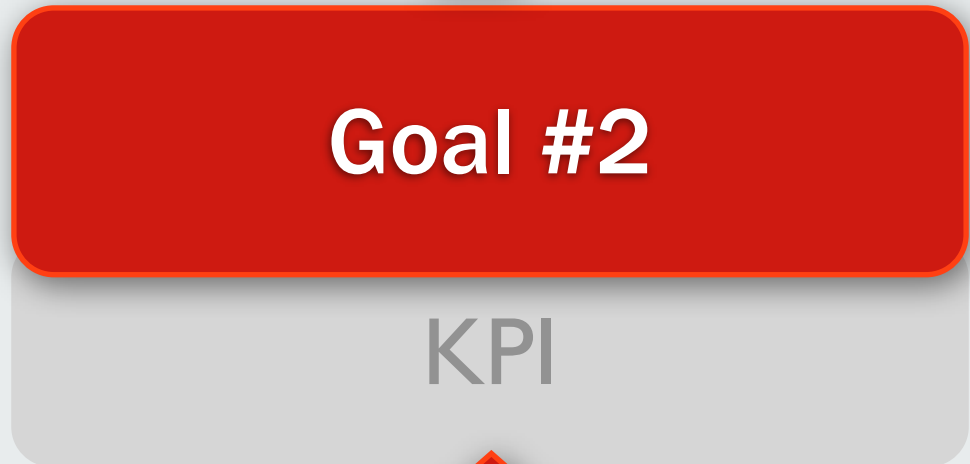
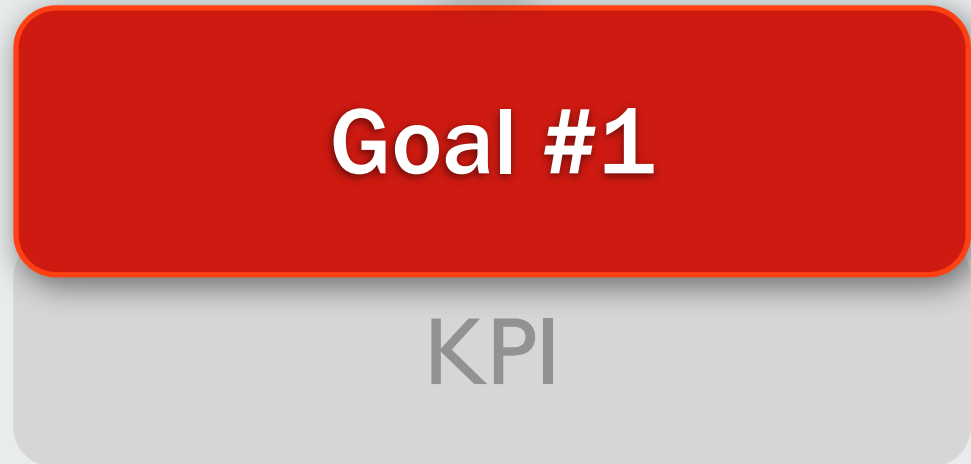
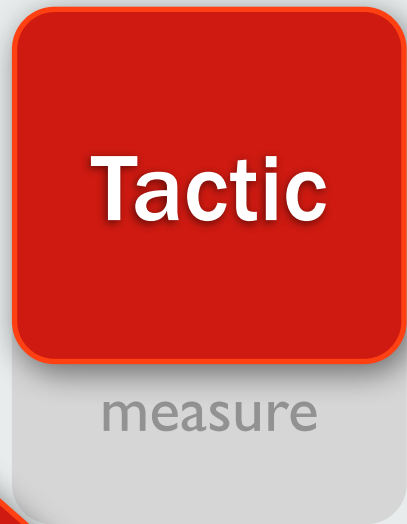
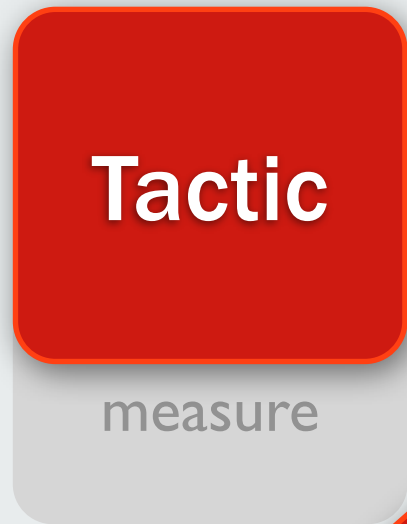
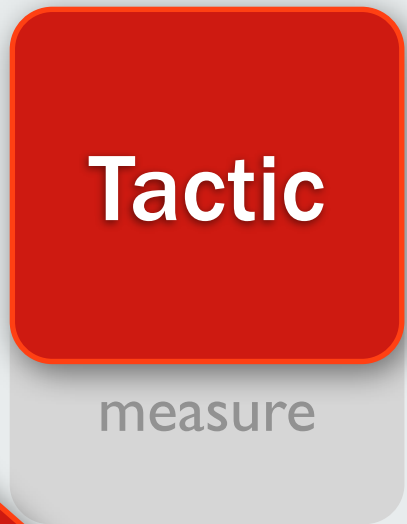
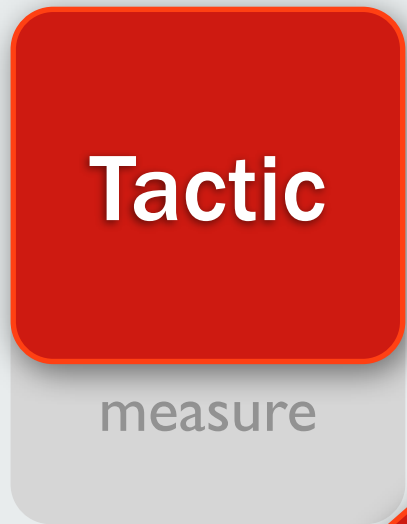
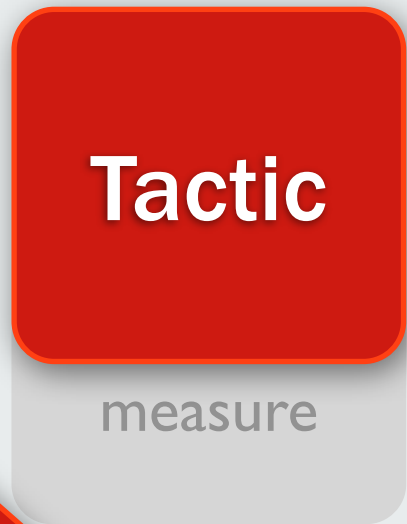
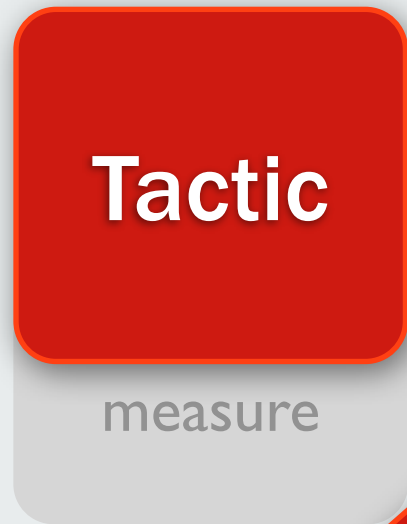


#utcdigmktg

# STARTING YOUR SOCIAL MEDIA STRATEGY

Tips for starting with a successful strategic approach



# current assessment





**business goals.**  
where's the flag on  
the hill?

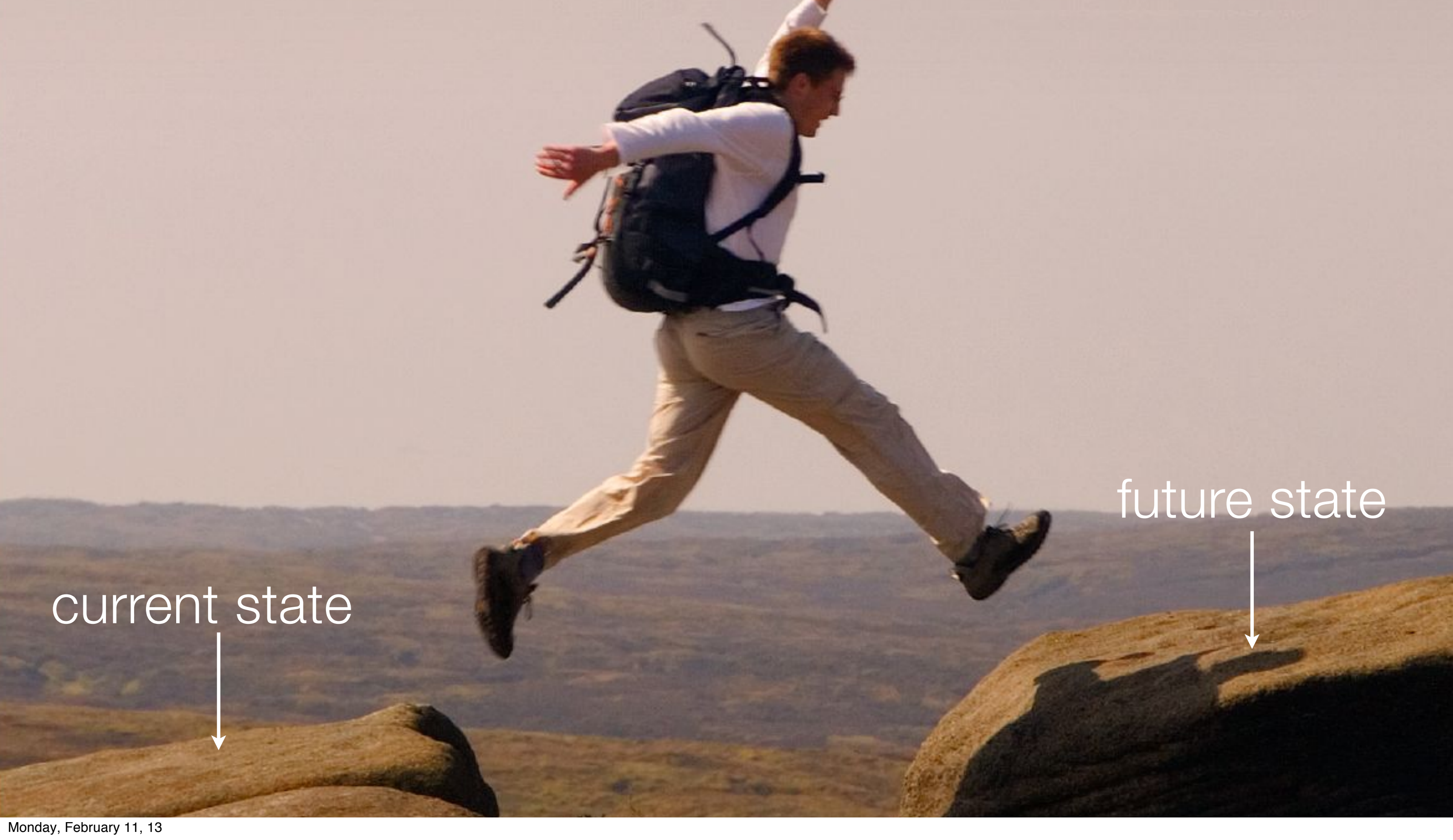
**got purpose?**





current state





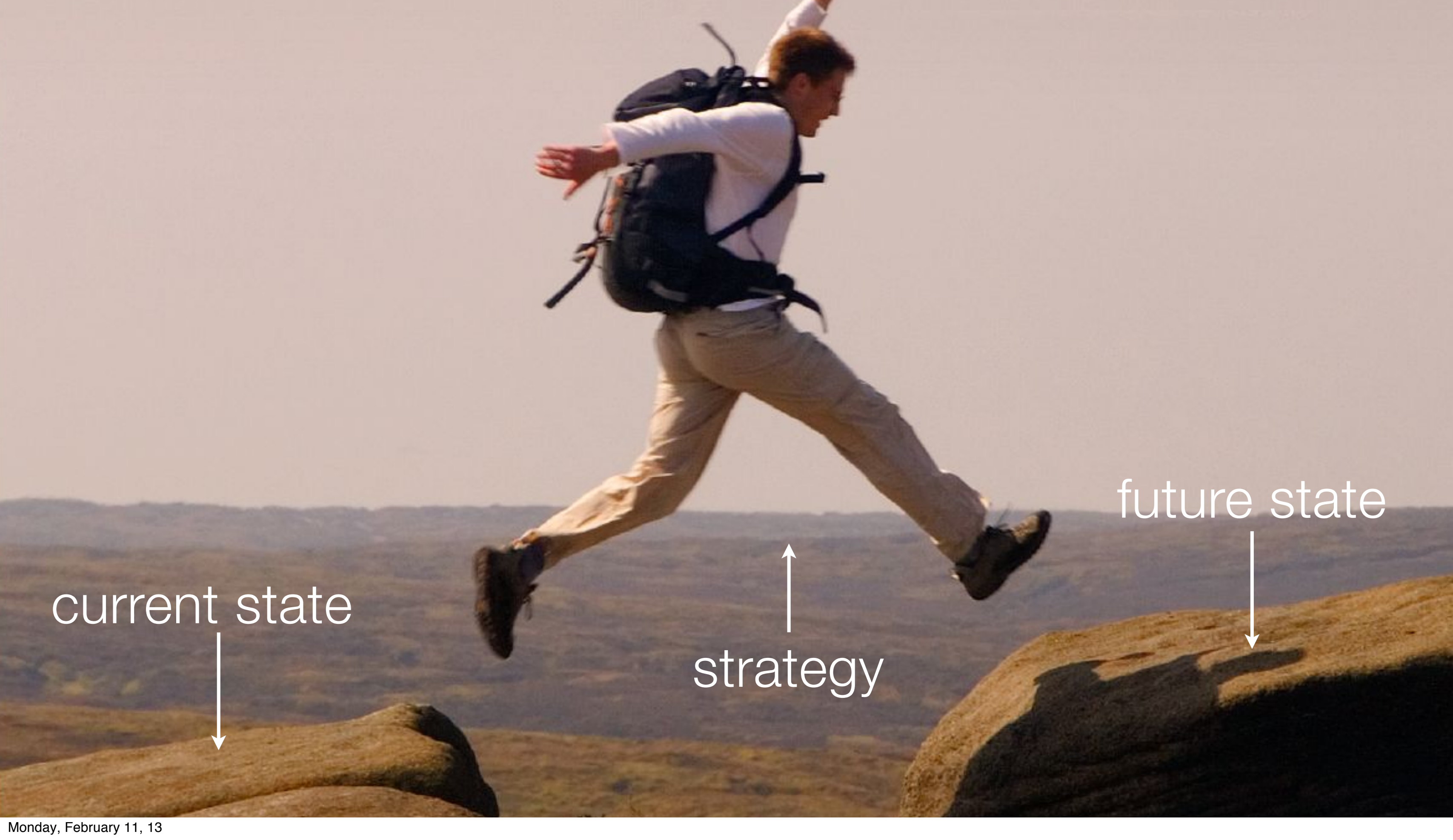
current state



future state







current state



strategy



future state



# LONG TAIL

