

*“Social media is neither good nor bad, but merely a tool, taking on the characteristics of whoever is using it”*

*- Maree Jones*

# Step 1: Decide What Social Media Is For You



## Step 1: Possible Definitions

- Connector
- Network Builder
- Amplifier
- Entertainer
- Helper
- Announcer
- Commerce Driver
- Community Grower
- Inspirer

## Step 1: Sample Answer

- Connector

*“I view social media as a way to connect with people”*

# Step 2: Revisit Your Business Goal

- Where is your business/blog/brand going?
- What problem does it solve?
- Do you have a business plan?
- What do you want to accomplish?



## Step 2: Sample Answer

- *“My business teaches everyone how they can better utilize social media through providing education and resources.”*

Review answers from  
Step 1 & Step 2

This is your

**SOCIAL MISSION  
STATEMENT**



Your

**SOCIAL MISSION  
STATEMENT**

directs your activity.

# Sample Social Media Mission Statement

*“I believe social media is a way to connect people who are looking for resources and education in order to further their knowledge and expertise.”*