

## OBJECTIVE



Photo by Ferris

### **YOUTH DEVELOPMENT AND TRAINING**

You are an educational organization that conducts workshops and training program for high school and college youth

You would like to increase registrations and educate communities and allies more widely about your mission and work.

## OBJECTIVE



Photo by Ginger

### **LOCAL HAWAII PRODUCTS**

You are a small business that specializes in gourmet Hawaiian products that people from the mainland can purchase online or local merchants purchase.

You would like to generate buzz about your Maui onion pineapple chutney and salsa line and get more people to order your products online after their Hawaii vacation.

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Photo by Kanaha

### **COMMUNITY CENTER/INTERNET CAFE**

You are a network of community centers on all Islands. You offer basic services to your community including health clinics, free educational services, voter registration, computer technology classes and access. You generate income via your Internet café that caters to wired tourists. You would like to use social media to educate local people about your computer trainings and get the word out to visitors who don't unplug during their Aloha vacation.

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Photo by BitMask

### **TOURISM CAMPAIGN**

You are a campaign team for a local tourist office and you want to get visitors to Hawaii to enjoy your local restaurants, hotels, and attractions.

You would like to use social media to educate tourists who have select Hawaii as a destination to come off the beaten path. You also want to build relationships with people who have visited so they will return or tell others.

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Photo by Schodts

Made in Hawaii Art Gallery and Artists Coop

You are an art gallery coop that works with many local artists from all the Islands to showcase and sell their work in your main gallery and in other stores. You also provide advice on how artists can do a better job of marketing.

You would like to use social media to sell more of their work and offer advice to artists about how they can improve their marketing efforts with a social media strategy.

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Photo by Tauchris

Surf Board Shop

Your small business sells and rents surf boards to locals and tourists. You want to use social media to sell more surfboards or increase rentals. You sponsor a surf competition every year and want to generate buzz about the event.

Hula Band

You are a new rock band that plays fusion rock and Hawaiian music. You want to increase your bookings at local venues, but you also want to sell your CDs directly to your growing fan base and reach out to new fans. You want to use social media to do it.

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Photo by Tauchris

What is your organization's mission or business purpose?

Social Media Objective: What do you want to accomplish with your social media strategy?

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Photo by Dan Zen

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