

Social Media Champions Strategy

1. What do we mean by social media champions?

The social media champions refer to people who are committed to the promotion and the support of BMRC-IRMU social media activities. Their support includes:

- Retweeting our posts
- Liking our posts
- Offering ideas of relevant content to post on social media
- Promoting our social media pages in their network and at events
- Participating to the planning of our social media activities

2. Why do we need social media champions?

We need social media champions to help us increase the reach of our social media posts. By forming a group of social media supporters, we also hope to create more synergy in our social media efforts.

3. Who will be the social media champions?

We are targeting colleagues from our community partner organizations who already work or are active on social media. Having a BMRC social media champion will be another way to contribute to the project for partner organizations that committed to providing in-kind contributions.

4. How will this work?

We want to recommend that social media champions automatically retweet and like all our new reports and publications including summaries, infographics. They also should retweet and like all our post about upcoming or past events.

5. When will this group be formed?

We are currently reaching out to partner organizations to identify candidates for the role of social media champion. Our target is to gather a group of 5 social media champions by the end of February 2019.