



GEO THERMAL

DESIGN CHALLENGE 2016

DESIGN THE FUTURE OF CLEAN ENERGY

SOCIAL MEDIA CAMPAIGN INSTRUCTIONS

Following the submission of your infographic, please review this instruction guide thoroughly as it outlines the items you will need to submit for your social media campaign kit.

GOAL Share what you have learned about geothermal energy and **promote your infographic** through the implementation of a social media campaign.

Answer these questions:

- Who is your target audience?
- How will you reach your audience?
- What are your measurable goals?

Plan your approach:

1. Select social media platforms to use - you will be promoting your content both from your personal accounts and on CAES Facebook & Twitter accounts.
2. Come up with a campaign-specific hashtag to promote your work.
3. Create a content plan. Think strategically about your goals and tie that to the actual content you develop and plan to post. Write catchy phrases (1-2 sentences) to promote your infographic.
4. Develop a posting schedule. Your schedule should include the days and times you plan to post, the actual text you will be posting along with any imagery, GIFs, memes, videos etc.
5. Respond to comments and questions quickly, politely and thoughtfully. If you receive aggressive comments, ignore and delete them. If they continue, contact us immediately at geothermalchallenge@inl.gov
6. Be innovative - think of ways to reach a broader following.
7. Monitor progress - tally your likes, shares & comments - and be flexible, adjust your plan based on your progress.

Please submit the following materials in your kit:

- Completed social media campaign template
- Completed content plan and posting schedule

Think strategically about the actual content you plan to develop and post, along with the dates and times it will be posted.

Questions? geothermalchallenge@inl.gov



caesenergy.org/geothermaldesign

Share it!

Once your infographic has been posted on the CAES Facebook and Twitter pages, you will be emailed direct links to your infographic. Once you receive these links, please **carry out your social media plan** and promote the link you are given in each post.

