Strategies & Tactics

1. Objectives:

* Learn the opinions of our audience through our survey so we can determine the best way to A.) Create a community, B.) Educate our audience, C.) Create diversified types of content, D.) Promote our social channels.
* Discover then describe what AUDM is doing wrong with the retention of members and what brings people back for another year to: A.) Save time on training, B.) Have experience in the selling of the AUDM mission.

1. Strategies & Tactics

**Strategy**

* Creating a community for our audience

**Tactics**

* Gathering our audience’s opinion on certain questions through Instagram and Facebook stories
* Interacting with their social media channels by liking, commenting, and following our audience

**Strategy**

* Educating our audience

**Tactics**

* Pictures posted will be accompanied with educational captions
* Short educational facts posted daily through Instagram and Facebook stories along with highlights

**Strategy**

* Creating diversified types of content

**Tactics**

* Combining short clips and sharing through TikTok and Instagram reels
* Daily polls and questions will be asked to our audience through Instagram stories

**Strategy**

* Promoting our social channels

**Tactics**

* Flyers with our social channels will be handed out during any events
* QR codes connected to our socials will be on every booth and attached to advertisements around campus

A picture containing graphical user interface

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Logo

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