

## **Community Café Pre-work for “Creating Engaging and Effective Social Media Posts”**

What type of social media accounts do you use?

What is your purpose for each of those accounts? (Personal, IAIP, Business).

Does your site have a bio? Share your bio. Does it support the purpose of your site? What do you want people to know about you or your product or organization?

Do you read posts that are word only posts? If Yes- what motivates you to read long word only posts? If you don't, why not?

What type of posts grabs your attention?

What are some of the social media sites you follow? IAIP? Business? Community Event Posts?

What Apps or Systems do you have or use? Microsoft Office, Google, Adobe etc.?

Are you a marketing director for a local, council or regional IAIP group?

What do you hope to get from attending this community café?

Share an example of one of your most engaging posts.