**Principles of Social Media**

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| Principle | How Can We Apply It? |
| Aligns social media with their communications strategy and objectives |  |
| Scales social media by empowering everyone in the organization and integrating social into work flow |  |
| Monitors, listens, and researches the people in their network |  |
| Gets feedback and start conversations about their work |  |
| Curates content to capture attention from their network in an age of information overload |  |
| **Works with brand ambassadors to spread mission** |  |
| **Learn from experience and data** |  |