



# Project Checklist

## Building a Social Media Presence

**Purpose:** The purpose of this project is to apply your understanding of social media to enhance an established or new social media presence.

**Overview:** Use this project and your own research to build a new social media presence or enhance an existing presence. You may focus on a personal goal (such as connecting with old friends or promoting a blog) or on a professional goal (such as promoting a business or organization). Use the tools you identify as best for you and your purpose. After you achieve your goal, deliver a 5- to 7-minute speech to your club about your results, experience, and the benefits of social media. Submit the Project Completion Form to your Vice President Education to receive credit for completing the project.

With the Vice President Public Relation's approval, you may choose to create a social media presence for your Toastmasters club. Your speech can be persuasive, humorous, informational, or crafted in any style that appeals to you and supports your speech content.

### This project includes:

- ▶ Establishing or enhancing a social media presence
- ▶ The Project Completion Form
- ▶ A 5- to 7-minute speech

The following list includes tasks for this project. Please remember your project is unique to you. You can use the checklist here or complete the digital version in your project on Base Camp.

Select a goal you want to accomplish that is supported by a strong social media presence.

Generate the social media posts required to meet your goal.

Schedule your speech with the Vice President Education.

Write your speech.

Consider creating a visual aid, such as a handout, to share some of your posts during your speech. (Note: This is optional.)

Rehearse your speech.

When all components of your assignment are finished, complete your self-reflection by adding what you have learned to the last column of the Know-Wonder-Learned activity.

