**Step 1: Is social media something for your organisation?**

Before you start creating all kinds of social media accounts for your cause, start with asking yourself questions like ‘Why do you want to go on social media?’, ‘What do you want to get out of it?’, ‘Do you have enough content?’, ‘Is there someone available to set it up and moderate’?

So let’s start with the question why you want to use social media for your cause. If the answer is that you think you are supposed to because everyone does, that might not be the best reason.

**Checklist**Below you’ll find a checklist to see if your organisation has the requirements it takes to use social media platforms. If you tick more than 5 boxes, social media could be something for you!

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|  | Everyone else is on social media’ is not our main reason to use it. |
|  | We think we can reach a larger audience with social media. |
|  | We have interesting news and relevant messages regularly. |
|  | We think we can reach new target groups with social media. |
|  | We have someone in mind who can post messages frequently. |
|  | We have good photos and infographics we can use for social media. |
|  | We like to communicate with positive, empowering messages and stories. |
|  | We like writing blogs and articles. |
|  | We know many people and organisations who post good messages that we can use for our channels. |
|  | We have a (small) budget to promote our posts to reach a larger audience. |