

<Scope>: Social Media Strategic Plan 2013

MISSION

WHY ARE WE DOING THIS?

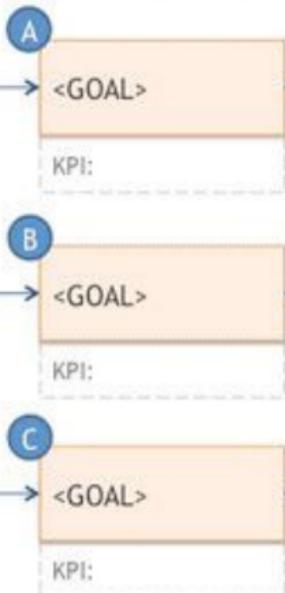


<SCOPE> Goals:

- A <dept goal>
- B <dept goal>
- C <dept goal>
- D <dept goal>

GOALS

WHAT DO WE WANT TO ACCOMPLISH?



TACTICS

HOW WILL WE ACHIEVE OUR GOALS?

