



WHERE LEADERS ARE MADE

PROJECT DESCRIPTION

Building a Social Media Presence

This project addresses how best to use different types of online communication. You will create and maintain an online profile to promote yourself or an organization.

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.

Note: With the vice president public relation's approval, you may choose to create a social media presence for your Toastmasters club.

This project includes:

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