

Discernment Process for Digital Leaders

Discernment Pillar	Reflection and Action Items
<p>Community Engagement and Stakeholder Activation</p> <p>List your ideal community (audience), campus stakeholders you need to consider, and greater communities you serve.</p>	
<p>Digital Tools and Strategic Communication</p> <p>With your audiences in mind, identify specific platforms and tools that fit these groups. Take this a step further, and spell out when and how you will carry out these goals.</p>	
<p>Real-Time Contribution</p> <p>What type of content do you want to share now and in the immediate future? Think about events, topics, and causes.</p>	
<p>Intended Purpose</p> <p>This final pillar involves answering the debate about whether social media (and/or specific platforms) are worth your time and investment. This means you need to clearly document long-term goals and map this work to your institution's mission/vision.</p>	

For more on sustainable strategy tips, listen to this episode on Josie & the Podcast