



Strategic Social Media Marketing: Pushing the Content
Cross Committee Program Meetings
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Action Plan

Identified Projects:

Best practices development for social media

States' Committed to Collaboration and Participation:

Goals:

To come up with a loose cross state best practices in social media guide.

Objectives:

To get people to start using social media, the correct way, in their every day job.

Next Steps:

The Communications and IT groups will take the lead and come up with the guidelines of each state.