



PROJECT #1... USING YOUR INFLUENCE FOR GOOD

You have social media smarts. You are your own brand! It's time to use your on-line presence to help create transformation in an area that you care about.

Here is the deal. You have tons of friends on Facebook, a kazillion followers on Instagram, your Vine is blowing up and your You Now account has comments all over it.

You know how to get likes and what your social media audience wants to see. Let's face it, you're all social media geniuses.

So, how do you take your social media influence and create something good in this world?

Here is your challenge

1. Get together and decide whether you would like to create a campaign as a group or if you would prefer to go it alone.
2. Brainstorm about what really bothers you about the world we live in. Read the papers, go on news blogs, ask friends and family, decide what area you would like to see transformation happen in.
3. Brainstorm ideas of how you can get the word out. Check out other successful campaigns that have created change. Remember, your voice is important and matters. Go to franqgirl.com/club-projects for some campaign ideas
4. Plan your campaign, set a goal and plot out how you are going to achieve that goal. What do you need to organize? What sort of content do you need? What skills do you need to help you get your campaign done and out? ask yourself questions to help you plan.
5. Share your idea with your staff advisor and get feedback by sending your campaign idea to info@franqgirl.com
6. Start your campaign and see what happens when you use your influence for good. Make sure you #franqgirlsrock so we can share your campaign