



Using Social Media in Your Campaign Phases

Los Angeles Tobacco Control & Prevention Program
Center for Tobacco Policy & Organizing

March 13, 2012
1:00 p.m. - 3:30 p.m.

AGENDA

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|-----------|--------------------------------------|
| 1:00 p.m. | Welcome & Introductions |
| 1:10 p.m. | General Overview |
| 1:15 p.m. | Phase 1 – Investigation & Assessment |
| 2:00 p.m. | Phase 2 – Strategy & Planning |
| 2:15 p.m. | Phases 3-4 – Recruitment & Campaign |
| 3:15 p.m. | Phase 5 – Implementation |
| 3:30 p.m. | Adjourn |