

# Social Media Conversation Map

Target Audience:

Where are they online? (Top channels)

Who are some key influencers online? (influential bloggers, tweeters, YouTube channels, Flickr stars, Facebook pages/groups, etc.)

Among these influencers, who seems most likely to be a good messenger or good platform for you to engage?

What are they asking about?  
What are their hot topics, memes?

Representative quote/paraphrase

Representative quote/paraphrase

What are they saying about you, your issue, program, or offer?

Representative quote/paraphrase

Representative quote/paraphrase

What topics/memes would be easiest/ most fitting for you to engage?

Representative quote/paraphrase

Representative quote/paraphrase