* The chosen company: H&M
  + Message: SUSTAINABILITY — become more aware of the environment

Determine your Social Media Plan goals, strategy and tactics for your selected brand.

1. Objective:  this would be your goal
2. Strategy: this would be a plan
3. Tactic: this is an action, what will you DO

Consider this inquiry:

1. What do you hope to achieve for the brand?
2. What is the new brand message (using one of the point below)
3. What social media platforms will be used and why?

Think about the targeted consumer that you developed; how/how often will this social media strategy reach the consumer and build a relationship with him/her/them?

* + DISRUPT —  become socially aware  and reflect in messaging
  + EXPAND— become inclusive in messaging
  + SUSTAINABILITY — become more aware of the environment