**Title of Report**

**Contents**

**Executive Summary**

**The Plan**

**PAMS Analysis**

* 1. **Purpose –** *what is the ultimate aim of the social media article/blog? What is it meant to do?*
  2. **Audience –** *who is the intended person(s) for the article/blog? Who will read & absorb it?*
  3. **Message –** *what is the message you wish to convey?*
  4. **Style –** *structure, language, jargon, graphics, photos, tables, design?*

**Post Format.** (Explain in detail the structure and style why you would use for this Social Media article/blog)

**Content Impact** (Explain how the content of your article/blog will relate to the Social Media audience)

**Communication Tools** (Explain what communication tools you require to complete the article/blog)

**Conclusion**

Your Name: Title: Date: