

1. What is your community foundation's objective for using social media and specifically on Twitter?
2. What audience is your community foundation targeting on social media and specifically on Twitter?
3. How can your personal brand on Twitter support your organization's strategy?
4. What audience do you want to reach and engage through your personal brand? (nonprofits, community leaders, journalists, policy makers, peers?)
5. How does social media enhance the work you are already doing in support of your organization's communications goals?
6. What's your authentic personal brand? Use these questions to help you think it through:
 - What's your superpower? What do you do better than anyone else?
 - What do people frequently compliment you on or praise you for?
 - What is it that your manager, colleagues, and grantees come to you for?
 - What adjectives do people consistently use to describe you – perhaps when they're introducing you to others?
 - How do you do what you do? What makes the way you achieve results interesting or unique?
 - What energizes or ignites you?
7. What image do you want to convey? What tone is needed?