

Milestones Matrix by objectives and year: Social Media

Major Objectives	Major Activities under the Objectives	Milestones						Assumptions
1. To increasing follower in Facebook	Post influential contents, infographics, National and International days observation, current issues, vital quotations	Social Media	2023	2024	2025	2026	2027	<ul style="list-style-type: none"> • There is no emergency issue. • Social media use is in normal shape • Prepare a lot of content for social media may engage people. • It would be tough to revive the youth social media network. • We need to encourage our staff to add in our FB
		Facebook	Video- 80 Status- 24 Infographics - 36 Day's Celebration- 19 Campaign- 5	Video- 80 Status- 24 Infographics- 36 Day's Celebration- 19 Campaign- 5	Video- 80 Status- 24 Infographics- 36 Day's Celebration- 19 Campaign- 5	Video- 80 Status- 24 Infographics- 36 Day's Celebration- 19 Campaign- 5	Video- 80 Status- 24 Infographics- 36 Day's Celebration- 19 Campaign- 5	
		Twitter	Video- 80 Info post- 36 Infographics - 24 International event- 10	Video- 80 Info post- 36 Infographics- 24 International event- 10	Video- 80 Info post- 36 Infographics- 24 International event- 10	Video- 80 Info post- 36 Infographics- 24 International event- 10	Video- 80 Info post- 36 Infographics- 24 International event- 10	
2. To ensure expected watch time for getting	After posting a video content, we will encourage	If we can reach 60,000 minutes watch time in 60 days in our Facebook video, we will get professional mood and then we will be one step advance for getting monetization of COAST Facebook page.						
YouTube	Video Content- 70 Campaign- 5	Video Content- 70 Campaign- 5	Video Content- 70 Campaign- 5	Video Content- 70 Campaign- 5	Video Content- 70 Campaign- 5			

professional mood	our staff to view the content via all-coast mail.		page and subscribe our YouTube channel.
3. Social Media Campaigns	For social awareness we must conduct 4-5 social media campaign via info post, picture and video post, infographics for sensitize people.	For any national and international issues, crisis, localization, Humanitarian Day, Rural Women day, or any important event we will conduct social media campaign via vital person's interview, idea sharing, content uploading, infographics and so on.	
4. To revise the social media Policy	The social media platforms are updated daily, according to that we may revise our social media policy	COAST has a social media policy, but for the demand of time and situation from 2023- 2027 we may revise and update our social media policy.	

		We will study and work for fulfilling requirements	Increase and ensure required follower in Facebook and subscriber in YouTube	Apply for Monetization	Social Media Audit	Social Media Audit		
6. Research and Development	Once in a week we will study and adopt the update forms of social media and compile the information for further use.	Research and development are must. It is regular activities. We will be update with the growth of the social media.						
		Reform the network	Policy development	Annual conference/ get together	Offline and online activities	Offline and online activities		