

IGNITE: Igniting Your Brand's Reach: Community Engagement Planner

Introduction:

Build a loyal community with Empowers strategies and UYP's leadership principles. Download your Community Engagement Planner at <u>https://phillipmatthew.com/ignite/resources</u>.

Instructions:

- Complete Fields: Fill sections for engagement activity, platform, date, results, and feedback. Review biweekly.
- Track Progress: Use Google Forms, Sheets, Docs, Notion, or paper (see User Guide at https://phillipmatthew.com/ignite/resources.
- Review with Mentor: Book a call with Phil at https://phillipmatthew.com/book-a-call/ to refine trend strategies.

Activity	Platform	Date	Results	Mentor Feedback

Example: "Instagram Live, Instagram, 15/06/2025, 200 views, Book a call with Phil."