



Challenge #2

Your Word for The Year

MAKING SOCIAL VIDEO WORK FOR YOU: A TOOLKIT FOR GETTING STARTED

@2019

CREATED BY BARRIO DIGITAL LIMITED

BARRIODIGITAL.CO.UK



BEFORE YOU START

- **Step 1** is to think of a word that captures the content you want your business to convey.
- **Step 2** is to think of a word that will help you focus all your content when it comes to planning and creating.
- **Step 3** is to choose one word that covers step 1 and 2 - becoming **Your Word for The Year**.

My Chosen Word for The Year is:

Write your Word for The Year in the oval below.

Hint: use capital letters or a large font to make your word stand out from the page. Use this page to pin your chosen word somewhere visible at home.

