

→ could separate channels from audience
+ channels for specific audience?

→ tease out "resources"

+ software

+ time

+ job description

+ include "is training..."

→ guideline for backbone

+ measure ethics

↳ is content appropriate

↳ TRACK?

① Doing

② Thinking

③ Feeling

→ could include content like (Bosom Buddies)

+ strengths + weaknesses

+ threats + opportunities

> SWOT

→ could use moral

→ NOT outreach, but intervention

+ slack

+ private Fb

→