Prospective social media strategy

This story is a bit of a scoop so I am hoping I won’t need to promote it too much.

I have a network of reporter friends and ex-colleagues in Lebanon who I am still close with and could ask to share links to the story on their social media. They are widely read by Middle East watchers.

I will also share the story with the experts I interviewed with the major foreign lobbying watchdog groups in Washington, D.C. and ask them to tweet it out. They would likely agree because their experts are quoted in it and it is a story about shady dealing in foreign lobbying.

Aside from that I would promote links to the story on my own social media and use clickbaity blurbs like “How did a guy famous for shooting holes in the Affordable Care Act in a campaign advertisement end up as the sole registered lobbyist for the prime minister of Lebanon?”