

# WORKSHEET 16: BUILDING A SOCIAL MEDIA STRATEGY<sup>5</sup>

## 1. Objectives

a. What do you want to accomplish with social media?

- Listening and learning
- Building relationships
- Building awareness of issue
- Improving reputation of organization
- Motivating content generation by supporters
- Increasing relevant visitor traffic/page rankings
- Increasing perceptions of social norms
- Social support
- Taking action (behavior change)
- Other: \_\_\_\_\_

b. State your objective(s) so they are “SMART”—specific, measurable, attainable, relevant, and time based.

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c. Describe how your social media objectives support or link to objectives in your overall social marketing strategy.

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## 2. Target Audience

a. Who must you reach with your social media efforts to meet your objectives? Why this target group?

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<sup>5</sup>Parts of this worksheet are adapted from the WeAreMedia project <http://www.wearemedia.org> and NTEN. Project funded by the Surdna Foundation.

b. What social media tools are they currently using? Where do they fall on the Social Technographics ladder?

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c. What is your audience currently talking about online related to your issue or program?

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### 3. Capacity

a. Who will implement your organization's social media strategy?

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b. How many hours per week can you collectively devote to your strategy?

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c. Do you need any outside expertise to help implement your strategy?

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d. What sources of content do you have that can be repurposed to post in different formats online?

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### 4. Tools and Tactics

a. What tactics and tools best support your objectives and match your targeted audience?

<i>Tactics</i>	<i>Tool Examples</i>	<i>Implementation Ideas</i>
Listening	Google Alerts, RSS readers, Twitter Search, paid monitoring	
Conversing	Blog comments, Twitter, Facebook	
Telling Your Story	Blogs, Twitter, video/photo sharing, podcasts	
Helping Supporters Tell Your Story	User-generated content, contests, social network apps, widgets	

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<i>Tactics</i>	<i>Tool Examples</i>	<i>Implementation Ideas</i>
Generating Buzz	Social news (e.g., Digg), StumbleUpon, Twitter, Facebook, blogger outreach	
Building Community	Social networks, Twitter, tagging, gaming/virtual worlds	
Collaborating/ Collecting Information	Wikis, social bookmarking, tagging	

b. Now, take a second look at what you are planning. What tactics and tools do you have the capacity to implement?

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## 5. Measurement

a. What metrics will you use to track your objectives? How often will you track?

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b. What systems and tools will you set up to track those metrics?

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c. What qualitative data can you collect to help generate insights?

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