

Social Media Assessment Worksheet

Table 12.1

Categories	Rating (1 - 10) 1 (NO!) 5 (unsure) 10 (YES!)	Explanation
<p>Coordinates</p> <ul style="list-style-type: none"> • Our social media efforts help us meet our business goals. • We have the proper communication goals to support our business goals. • We are meeting our communication goals. • We have the right measures for our goals. • Our goals are aligned with one another. 		
<p>Channels</p> <ul style="list-style-type: none"> • We have selected the proper platforms to meet our goals. • We have clearly defined roles for our different platforms. • Our core audiences consistently use our selected platforms. • We share the right type of content on our platforms. • We properly manage the logistics of our platforms. 		
<p>Content</p> <ul style="list-style-type: none"> • Our content resonates with our core audiences. • We have the right mix of different types of content. • Our content creates a consistent brand image. • We have the right mix of in-house-created, user-generated and curated content. • Our content syncs with our goals. 		
<p>Connections</p> <ul style="list-style-type: none"> • Our social media platforms logically link to one another. • Users can easily connect to our target site (e.g., website or blog) from our platforms. • We have the right internal organizational relationships to properly manage our platforms and related content. • Our social media platforms properly link to our other communication tools (e.g. flyers, billboards, table kiosk). • We are connected to the right communities (including competitors) to achieve our goals. 		
<p>Corrections</p> <ul style="list-style-type: none"> • We have in place mechanisms to quickly detect social media gaffes and identify emerging opportunities. • We avoid making the same kinds of mistakes. • We consistently and quickly correct errors. • We have informal protocols in place to regularly (e.g., daily, weekly) review performance and detect trends. • We have a formal process in place to review our strategy and performance on a quarterly or semi-annually basis. 		

