

Conducting a SM Assessment (Exercise 12)



Task: Develop a protocol for conducting a SM Assessment

Method: In column 2 indicate how you would gather the information identified in column 1 to make an assessment. In column 3 indicate the difficulty of obtaining the information on a 0 – 10 scale (0 = not difficult, 10 very difficult).

Assessment Dimensions	Method	Difficulty
Coordinates - Organizational		
Coordinates - Communication		
Content		
Channels		
Connections Internal to Org. <ul style="list-style-type: none"> • Other digital media • Traditional media • Decision-making processes • Departments • Executives 		
Connections External to Org. <ul style="list-style-type: none"> • Other sites • Search engines • Influencers & super fans • Followers • Trolls 		
Corrections		