



# Social Media Readiness Assessment

## Questions to Ask While You Embark on Social Media and Community

### Research and Groundwork

- How are our customers using our existing online properties (website, email marketing, etc?)
- Do we believe social media will have an impact? If so, in what way?
- Why is using social media of interest to us?
- Is our industry ahead of the curve, behind it, or in the middle in terms of social media?
- Is discussion about our brand positive, negative, or neutral? Are we being talked about at all?
- Who in the organization needs to be involved in our social media strategy?
- Do we have a listening program in place?

### Auditing

- How do we as a company feel about opening up the dialogue with our customers?
- What do we perceive as the biggest obstacles to adopting social media?
- What approaches can we take that are evolutions of our current practices (vs. complete overhauls)?
- Who on our staff is most enthusiastic and passionate about talking to customers?
- How well do we communicate internally, cross departmentally? Do we need to improve this first?

### Goal Setting

- What are our measures for success? (qualitative and quantitative)
- Who do we want to reach and why?
- What do we want from our community members?
- What are we giving back that has nothing to do with our product/service?
- How often are we going to evaluate our progress?
- What tools might we need to monitor and measure our progress?
- What data do we want/need to gather before and during our efforts?

### Resource Planning

- How much time and money are we expecting to dedicate to this?
- What are we spending for technology, development and tools vs. human resources?
- Who are the point people, and what are their roles?
- What technology and IT involvement do we need? Do we need software or infrastructure?
- Are we ok with not seeing an immediate and direct return on the money we spend, and are we looking at this as a short term or long term investment?
- Can we afford to keep part of our allocated \$ budget flexible to respond to evolving needs?
- If we're successful, can we scale our interactions to continue to meet higher expectations?
- Are we flexible enough within roles/responsibilities to shift them as needed to accommodate what we learn from our community?

