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## Social Media Checklist: Getting Started

### Select Platform

*Decide where you are going to start by choosing a platform you are comfortable with and aligns with your business objectives.*

Examples:

Customer service= Twitter

Content generation/crowdsourcing = Facebook

Product demonstrations = YouTube /video

SEO= blog

My platform is: \_\_\_\_\_

### Observe

I understand the landscape. I have followed my competitors and industry leaders for 2-4 weeks.

### Define Target Audience

*(Customers? Sales reps? Donors? Prospective Employees? Media?)*

**1. My primary target audience is:**

\_\_\_\_\_

**2. My secondary audience(s) is/are:**

\_\_\_\_\_

\_\_\_\_\_

**My social media goals are to:**

*(Drive store traffic? Get users to submit stories? Get people talking about my brand?)*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**I am going to measure success by :**

*(List metrics here: #fans, #mentions, #comments)*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Guidelines**

I have approved “reactive” messaging, should I need it.

I understand the escalation procedure.

The three adjectives that describe my company’s “social voice” are:

*(Examples: professional, quirky, funny, cool, informed)*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Ownership**

My program has an “owner” and social media is a part of his/her defined job responsibilities.