

JAKI LEVY | jaki@arrowrootmedia.com
<http://arrowrootmedia.com>

Worksheet (this is by no means exhaustive -- please feel free to add and/or rearrange as you see fit!)

1. What are your social media objectives? Please define several long-term and short-term goals.
2. Who is your audience? Outline 2-3 "audience personas" here. Consider: gender, age, race/ethnicity, online use/comfort, their goals (what they are looking for from you), and desired actions (what you are hoping they will do with you).
3. Who are your peers and/or main competitors? Identify 3-5. Be sure to check out their online presence and social media activity, as well as browse their networks for additional contacts and information resources.
4. What is your brand's "voice"? (i.e. friendly, authoritative, informational, humorous, etc.) Please define and explain why this works with your overall brand strategy and your target audience.
5. What sort of content resources and assets do you have at your disposal? (i.e. pictures, ability to record and edit video, people who can blog, etc.)
6. Do you have any content that can be repurposed online? (ex: materials created for print publication or in-house documentation)
7. What social media platforms do you intend to use? Consider your audience, objectives, content assets and staff resources when identifying these.
8. What will the distribution of work look like for your social media efforts? Who will be responsible for posting/responding?
9. How will you be measuring your social media results? Will you go for a more qualitative or quantitative analysis? Or a combination of both?
10. What sort of offline resources do you possess at your disposal? How can you use these to support/enhance your online efforts?

Resources and Survey questions:

1. A presentation on Social Media - Best Practices
<http://www.slideshare.net/farra/10-social-media-practices-your-nonprofit-should-know-do>

General Resources

Here is a great presentation on Social Media by Google Folks :
<http://www.slideshare.net/padday/the-real-life-social-network-v2>

NTEN: We Are Media

<http://www.wearemedia.org>

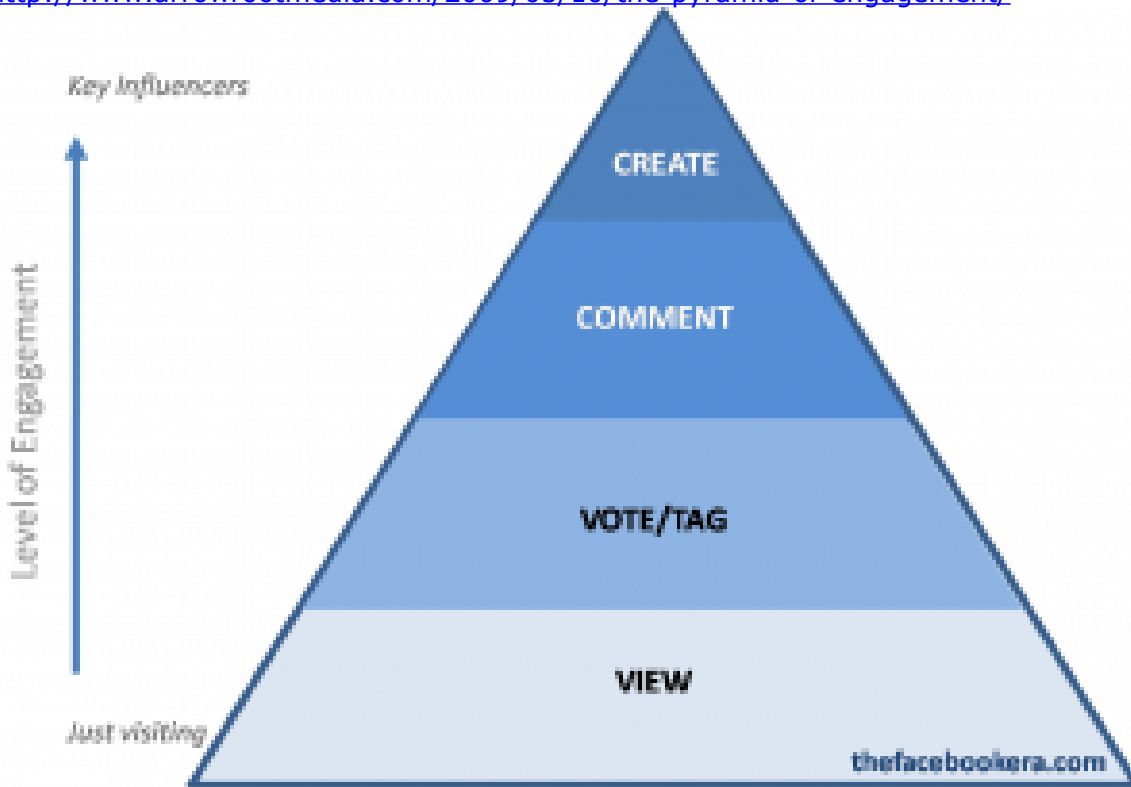
• Case Foundation: Gear Up for Giving

<http://www.casefoundation.org/social-media-tutorials>

- Beth's Blog: How Nonprofits Can Use Social Media
<http://beth.typepad.com>
- The A-to-Z of Social Media for Brands
<http://econsultancy.com/blog/3965-the-a-z-of-social-media-for-brands>
- 5 Must-Read Social Media Case Studies
<http://www.socialmediaexaminer.com/5-must-read-social-media-marketing-studies/>
- A List of Articles on Social Media
<http://www.arrowrootmedia.com/tag/social-media/>

Audiences

- Social Technographics
<http://blogs.forrester.com/groundswell/2010/01/conversationalists-get-onto-the-ladder.html>
- <http://www.arrowrootmedia.com/2009/05/10/the-pyramid-of-engagement/>



- The Conversation Prism
<http://www.theconversationprism.com>
- Social Media Demographics
<http://www.ignitesocialmedia.com/2009-social-network-analysis-report/Museum-2.0>
- <http://museumtwo.blogspot.com/>
- Twitter Directory (search, find Twitter users)

<http://wefollow.com/>

Twiangulate (Relationship analysis tool)

<http://twiangulate.com/search/>

Monitoring and Listening

- Frog Loop: Build Your Own Listening Dashboard...

<http://bit.ly/3JIwZ>

- A Recipe for Social Media Buzz

<http://nten.org/blog/2010/02/17/recipe-social-media-buzz>

Metrics

- Nonprofit Social Media Benchmark Study

<http://www.e-benchmarksstudy.com/socialmedia/>

- Nonprofit Text Messaging Benchmark Study

<http://mobilebenchmarks.org/>

- How To: Measure Social Media ROI

<http://mashable.com/2009/10/27/social-media-roi/>

- Using Social Media to Meet Nonprofit Goals

http://www.idealware.org/sm_survey/download.php?key=14586454

Policies

Social Media Policies

<http://socialmediagovernance.com/policies.php>

- What's in a Social Media Policy and Why You Might Need One

<http://www.bigducknyc.com/blog/?p=228>

- Nonprofit Communications - Weekly Roundup

<http://www.bigducknyc.com/blog/?tag=roundup>

- Sample Policy for Responding to Comments (US Air Force)

<http://www.wired.com/dangerroom/2009/01/usaf-blog-respo/>

Relationship/Community Building

- Online community building: Gardening vs. landscaping

<http://www.socialbrite.org/2009/08/06/online-community-building-gardening-vs-landscaping/>

- 5 Tips for Creating Non-Profit Online Communities

<http://mashable.com/2010/02/12/non-profit-communities/>

How tos: Twitter

- Twitter Guide Book

<http://mashable.com/guidebook/twitter/>

- Twitter: I think I get it. Now what do I tweet?

<http://www.bigducknyc.com/blog/?p=329>

TOOLS

Tweetdeck monitor conversations + posts on twitter : <http://tweetdeck.com>

Hootsuite.com helps you manage twitter accounts online: <http://hootsuite.com>

Facebook Page Analytics (find similar pages + fans) : <http://fanpageanalytics.com/>

Mailchimp (some of the best email marketing software around) : <http://mailchimp.com>