

# Social Media Checklist

By Campbell Rodriguez

- Planning
  - Identify people within the business who are responsible for and who should be informed about social media programme.
  - Have a good understanding of the roles played by social media in your market sector.
  - Know what your competitors are doing and with what success.
  - Establish clear measurable objectives for your social media programme.
  - Identify and understand the measurement and tracking tools you will use to monitor the objectives.
  - Establish a clear report structure and process against the objectives.
- Listening
  - Create a list of search terms that identify the conversations that are most relevant to you.
  - Identify opinion leaders in the online conversations that are relevant to you.
  - Put the appropriate monitoring tools in place to follow these conversations.
- Responding
  - Integrate social media practices into your Crisis and Issues Planning.
  - Create clear and realistic policies and processes for responding.
  - Identify platforms for your response.
- Influencing
  - Identify and second key spokespeople inside your business.
  - Create a content development program schedule.
  - Create a linkbait program.
  - Create a distributed content program.
  - Invite your key bloggers and opinion leaders to join an advisory panel.
  - Establish an SEO PR program.
- Enlisting
  - Create an education program for internal audiences.

- Create a clear, realistic social media policy and communicate it to your staff.
- Apply the social media policy and understand how it is being implemented.