

HOW TO GET STARTED IN SOCIAL MEDIA – A FRAMEWORK

This worksheet is here for you to jot down notes as you go through the framework. Fill in each section as you go along and use it as a basis for creating your social media strategy. It may look simple and obvious, but I've found this approach very helpful and hope you will too.

STEP 1: MONITORING (A bunch of monitoring tools listed for you on <http://tiny.cc/vPKGS>)

One social media monitoring tool I will definitely try is _____

STEP 2: REASON WHY My company's reason for getting into social media is _____

STEP 3: YOUR GOAL The goal my company wants to achieve is _____

STEP 4: CONFIDENCE CHECK I will feel like I can achieve this goal if _____

STEP 5-8: POSSIBILITIES/PRIORITIES/PLAN/BUY-IN

Some high quality questions I will ask when brainstorming are _____

The key stakeholders I must involve in the process are _____

STEP 9: MEASURING SUCCESS I will know that I have achieved my goal when _____

Please feel free to contact me to bounce ideas, ask questions or give suggestions. Thanks for visiting my blog!

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