

The Social Media Survival Guide

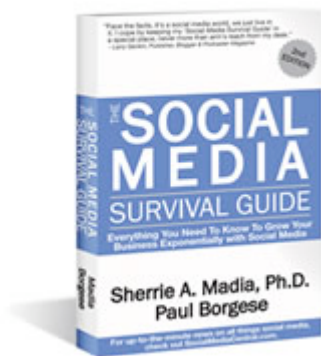


Readiness Checklist

Is your organization ready to launch a social media strategy?

Follow

The Social Media Survival Guide's *Readiness Checklist* to find out.



The Social Media Survival Guide | Readiness Checklist
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(Check all that apply)

- Your brand is constantly being scooped, undercut, or outsold by the competition*
- You need rapid feedback from consumers to be iterative and nimble in the market*
- Senior management understands social media and the value it can bring to an organization's profit margin*
- Your brand is perceived as "out of it" or "passe"*
- Departments or individuals are clamoring for Facebook, LinkedIn, and Twitter*
- Your sales team has grown, but sales have dropped*
- Individuals or departments are blogging on their own—successfully—in response to customer demand for information on products or services*
- Individuals or departments are blogging on their own—unsuccessfully—in response to customer demand for information on products or services*
- Your organization's brand could benefit from additional exposure to core target groups*
- Your CEO, CFO, or CMO is an excellent communicator and has expressed a willingness to write a weekly blog*
- You are willing to test social media applications by committing staff resources to social media engagement*
- The organization's top management understands the risks and opportunities of social media—and is willing to embrace them both*
- Your CEO is highly engaging, and is interested in showcasing the company's values in an ongoing series of videos on YouTube*
- Otherwise siloed entities—marketing, legal, human relations, customer service, public relations—see the benefit of joining forces as a means of channeling energies toward increased profitability*
- Your ability to pitch story ideas to established media contacts are less effective—but you're doing what you've always done and can't understand why it's no longer working*
- Staff members appreciate the value of using social media applications such as social networking sites because they have seen this value firsthand*
- Marketing, communications and public relations have set reasonable expectations for social media activity*
- A system of metrics will be put into place before any social media activities are launched*

- Senior management understands what social media can—and can't do—for the brand*
- Your staff is overburdened with existing work—but is able to devote 30 minutes per day to social media (tweeting, blogging, monitoring activity)*
- You have confirmed that your target audiences are using social media, or would be willing to use social media*
- You have researched, listened to, and understand your customers' greatest loves and greatest concerns over your brand, product, or service*
- You know how your customers feel about your brand and are willing to engage in conversation with them*
- Your organization understands that the days of the one-way, institutional messages are over*
- Your organization understands that social media is not a short-term campaign, but a long-term commitment*
- Your company's sales goals are higher than ever—but the sales force has been cut in half*
- Staff members within your organization have expressed an interest in blogging or tweeting on behalf of the company*
- Staff members have indicated that they use social media applications for personal communications*
- You have plenty of content that you've been trying to disseminate more effectively—now's your chance!*
- Your product or service could be featured in a video segment to be placed on your brand's channel on YouTube*
- You have experts in customer service, product development, or marketing who would be great at tweeting out tips, new product ideas, or best practices to consumers*
- Your organization is known for its unique personality—social media will promote your personality faster and to a more concentrated target group*
- Your organization has little personality, but is eager to create a more human side to the brand*
- You have lost a significant portion of your target audience and can't figure out why*

Now, count up the items you've checked.

If you checked:

■ **5-10:**

*Your organization is not quite there yet—but this doesn't mean you can afford to forego your social media efforts. You will face some special challenges, so you'll want to start small with manageable tactics that you can be sure you can succeed with. You'll need to foster corporate commitment and an awareness of the value of social media within your organization. Find out more by reading **Chapter 5** in **The Social Media Survival Guide**.*

■ **11-25:**

*Your organization is ready, but may have some reservations based on the uncertainty of not having entered this space before. As you create your social media strategy, you'll want to pay particular attention to creating a social media policy (see **Chapter 9** in **The Social Media Survival Guide**), as this is the first important step to being smart in the space, and assuring senior management that the risks have been identified—and the opportunities are sound.*

■ **26 or more:**

*What are you waiting for? You're ready to start strategizing your optimal approach in the social media space. See **Chapter 6** in **The Social Media Survival Guide** for best practices that you should begin implementing right away.*