

Dan Harris' Social Media Self-Assessment

This questionnaire is just for you. It's not digitally interactive; it's simply thought-provoking. It's designed to help you audit where you – or your organization – stand right now when it comes to social media. It will help you identify the platforms in use, determine the purpose for each platform and raise your awareness around competitors, policy and online interaction.

So, grab a sheet of paper and take time with these 20 questions. Your answers will provide the foundation for your new or ongoing consideration of a social media strategy and can guide your thinking around how to implement and manage that plan.

– Dan Harris, February 2010

1. List the social media platforms you and/or your organization are currently using. If you're not yet using any platforms, *don't stop here*. Review the questions below as you consider deploying a social media strategy.
2. Prioritize the platforms you're using, from most important to least important.
3. List what you're trying to achieve for each social media platform listed. Consider:
 - a. Is it personal, business, or a mix?
 - b. Are you selling, marketing or promoting a product or service?
 - c. Are you listening and watching for opportunities to perform damage control or provide customer service?
 - d. Are you looking to build social media credentials and thought leadership?
 - e. Are you conducting market research?
 - f. Are you building awareness for your brand?
 - g. Are you offering coupons, incentives, or running contests to build mailing lists?
4. How many fans, followers, links or connections do you have on each social media platform?
5. Are your current friends/family or customers/prospects on these platforms?
6. Write down or describe the average profile of the fans, followers, links, or connections on each social media platform.
7. What would an ideal profile of a person be to make the best fan, follower, link or connection for your cause?
8. On average how much time per day do you spend updating and interacting on these social media platforms?
9. Describe the types of updates, comments, and links you usually make on these social media platforms.
10. Are your employees or business partners using social media?
 - a. If so, is it in support of your effort or are they using social media to support their own cause/agenda?
 - b. Do you have a designated person assigned to the task associated with social

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media?

11. Are your competitors utilizing social media? If so, list who they are and what platforms they use.
12. How do your competitors use social media?
13. Do you have a social media policy in place for your organization?
14. Are your employees or business associates aware of the social media policy and do they agree to follow it?
15. Do you have any perceived risks related to using social media?
16. What is your specific policy on handling critical or negative comments about you or your business?
17. If you're using or have used social media, describe the challenges you've encountered.
18. What other media do you currently use to communicate with customers or prospects?
19. What other digital/web-based assets do you have at your disposal?
 - a. Website(s)?
 - b. Micro-sites?
 - c. Landing pages?
 - d. Blog(s)?
 - e. Video library?
 - f. Image gallery?
 - g. Podcasts?
 - h. Polls or Surveys?
 - i. Online Communities, Groups, Wikis?
20. How do you, or will, you gauge your success? What metrics do you, or will, you use?
 - a. Numbers of followers?
 - b. Leads generated?
 - c. New business?
 - d. Referrals?
 - e. Customer issue or critic resolution?
 - f. Customer satisfaction and praise?
 - g. New opportunities afforded you?
 - h. Research and resources gained?
 - i. Connections made?
 - j. Competitive or business intelligence?
 - k. Brand recognition?
 - l. Press and Media?