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Social Media 301 Worksheet

The following are questions you can use in conjunction with the webinar slides.

Establish A Routine

Identify The Steps

Use the space below to break your social media routine into a number of clearly defined steps and the associated tools (if appropriate) that you will use during that step. The number may vary for you but this is a good exercise.

Step 1:

Time	Tools	Actions

Step 2:

Time	Tools	Actions

Step 3:

Time	Tools	Actions

Return on Engagement

Identify what are the metrics you could use to measure results for the various areas.

Engagement	Trust	Action

Engagement Strategy

Example One

Goal

Strategy

Tools to implement

Metric to measure

When & How to review

Example Two

Goal

Strategy

Tools to implement

Metric to measure

When & How to review
