Social Media:

Keep these things in mind when developing policy and process for your organization

Before You Open or Close a Channel

- What are we hoping to accomplish with the use of this channel?
- Do we understand the audience on this channel?
- Is the channel worth the soft cost (time and effort)?
- Do we have a content strategy?
- Are we willing to invest in training for proper use of the channel?
- Can we manage record retention?
- Who else needs to be involved in the decision to open or close the channel?
- Do we have an entry and exit strategy?
- Do we have policy in place to guide the use of this channel? If we don't, who should be involved in building one?

Questions to Ask Yourself

- Am I being fully transparent, building trust and answering or are prepared to answer questions that might come from this post?
- If my audience does not know about this topic, is there background I need to include?
- Do I have time to engage and follow up with comments?
- Will I get sued/lose my job?
- Is this my topic to discuss?
- Is social media the best choice for this topic and if so, which one?
- Am I being too snarky?
- Are we the subject matter experts for this topic?
- What is the desired outcome of this post?
- What's the best/worst case?
- What is the right platform for this message?
- Am I delivering against my 'why' with this message?
- What is my grandma going to think?