

# Social Media Questionnaire

**What is your goal** – what do you hope to accomplish with social media?  
(circle all that apply)

Build Credibility      Create a Community      Listen for Feedback  
Grow Sales      Market events      Network

**Who are you trying to reach?** (circle all that apply)

Peers      Customers      Prospects

**What is your unique story** – in 140 characters or less.  
What results do you produce? Who do you help?

I help \_\_\_\_\_ achieve \_\_\_\_\_.

**What amount of time are you willing to commitment to social media?**

One hour daily      One hour weekly  
One hour 2 or 3 times a week      Not ready to commit yet

**Prioritize your social media vehicle of choice** (1 = most important)

\_\_\_\_\_ Twitter      \_\_\_\_\_ LinkedIn      \_\_\_\_\_ Facebook      \_\_\_\_\_ Blogging



# My Social Media Accounts

Vehicle	User Name	Password	Vehicle	User Name	Password
LinkedIn			Ning		
Facebook			Squidoo		
Twitter			Go to Meetings		
YouTube			Dim Dim		
Flickr			Stumble Upon		
Blog:			Digg		
Blog:			Delicious		

<b>Social Media Site Map</b>	<b>Brand:</b>
------------------------------	---------------

Brand Description	Who You Help	Problem You Solve	Why You Are Unique

		URL	\$ Source
<b>Primary Money Sites</b>	Website		
	Blog		
	Membership Site		
	Products		
	Newsletter		
<b>Secondary Sites Point to Primary Sites</b>	Facebook Primary		
	Facebook Fan Page		
	LinkedIn		
	Twitter		
<b>Internet Resource Sites</b>	Flickr Account		
	YouTube Channel		
	Other		

<b>Opportunity to L.I.N.C.</b>	<b>Preferred</b>	<b>Minimum</b>
Provide a status update or link to interesting item (Twitter, LinkedIn, Facebook)	2 times per day	Daily
Respond to tweets of interest or retweet	2 times per day	Daily
Check/follow up with Google Alerts and Search.twitter mentions of your name	2 times per day	Daily
Write a blog post	Daily	Weekly
Respond to comments on your own blog	As they occur	
Read other blogs from your feeds	Daily	3 times per week
Comment on posts you find of interest	Daily	3 times per week
Join in a discussion in one of your LinkedIn Groups	Weekly	2 times per month
Ask or answer an industry question on LinkedIn	Weekly	2 times per month
Review network status updates on LinkedIn and send a message	Weekly	2 times per month
Check Mr. Tweet recommended people to follow on Twitter	Monthly	1 time per quarter
Write and post a press release about your business	Monthly	1 time per quarter
Write e-newsletter and send to your opt in mailing list	Monthly	1 time per quarter

# My Social Media Strategy

	Daily	Weekly	Monthly
Google Alerts and Twitter for mentions			
Write a blog post			
Comment on other blog posts			
Twitter update and retweets			
LinkedIn – start a discussion in a group or participate in one			
LinkedIn – ask or answer a question			
Facebook – status update			
Other:			

# Resources

- [www.Mashable.com](http://www.Mashable.com) Social Media resource center
- FTC Ruling on Endorsements and Testimonials  
<http://www.ftc.gov/os/2009/10/091005revisedendorsementguides.pdf>
- <http://mashable.com/2009/10/27/social-media-roi/>  
Measure the effectiveness of social media.
- <http://www.ducttapemarketing.com/blog/2009/01/22/my-social-media-system/> Example of a social media strategy from Duct Tape Marketing
- Fitting social media into your schedule:  
<http://www.simplewebtoolbox.com/finding-time-to-engage-in-social-media/>
- Policies for Social Media:  
<http://www.policyforsocialmedia.com>