Social Media Checklist

➢ **Blogs** ➢ **Wikis** ➢ **RSS** ➢ **Podcasts** ➢ **Discussion forums** ➢ **Search engines** ➢ **Social bookmarking** ➢ **Social network sites** ➢**User review portals**

☐ **Monitor –** Ensure you're aware of the community websites (e.g. YouTube) your audience and competitors are using

☐ **Benchmark –** Understand the ingredients of a good blog, wiki or podcast; watch and cherry-pick from the leaders

☐ **Leadership –** Senior management must set the tone; your executives must lead the dialogue and control the message

☐ **Plan –** Planning is an essential requisite for success. Develop a plan that is based on a thorough assessment and which contains key performance indicators (KPIs)

☐ **Governance –** Every tool needs an owner and a policy (terms of use)

☐ **Social Media Collaboration Plan –** Identify how the collaborative components of your website or intranet will operate and be governed

☐ **Technology –** Choose your vendors carefully based on business requirements and needs

☐ **Refresh –** Keep your content and tools relevant and fresh, and ensure they cross-promote your latest products and services

☐ **Measure –** Document the link between social media and the business and develop a set of performance metrics with baselines that are regularly measured

☐ **Engage –** Gather constant feedback and act quickly on necessary changes

Finally, consider an Enterprise 2.0 undertaking as 'evolution not revolution' – there is no need to solve the world on your first attempt. Test and pilot solutions and enhance as necessary before trying to conquer the world.

10 "Must Know" Social Media Sites

➢ Facebook
➢ LinkedIn
➢ Google+
➢ Twitter
➢ Pinterest

➢ Blogger
➢ Flickr
➢ Wikipedia
➢ WordPress
➢ YouTube

Internet & Social Media Methodology

Project Methodology

Marketing
- Communications
- Training
- Search
- Change Management
- Adoption & Participation

Assessment
- Gap Analysis
- Business Requirements
- User Requirements
- Benchmarking
- Social Media Readiness

Planning
- Strategic Planning
- Functional Planning
- ROI and Metrics (KPIs)
- Social Media Utilization
- IA & Wireframes
- Personas & Use Cases
- Design
- Content Management
- Governance

Technology
- Technology Audit
- Functional Specifications
- Solution Evaluation
- Vendor Selection
- Implementation Roadmap

Implementation
- Project Management
- Vendor Management
- Content Development
- Content Migration

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About Prescient Digital Media

Prescient Digital Media is a veteran web and intranet consulting firm with 10 years of rich history. We provide strategic Internet and intranet consulting, planning and communications services to many Fortune 500 and big brand clients, as well small and medium-size leaders. Our clients include many Fortune 500s and big brand names such as Harvard, HSBC, Pepsi, MasterCard, Nintendo, Sony, Toshiba, USAA, and more than 150 others.

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