

Social Media Inventory & Action Plan: Website/Blog

WEBSITE AND/OR BLOG URL:

WHAT TYPE OF CONTENT IS ON YOUR SITE AND/OR BLOG?

- An About page
- Staff Profiles
- Informational pages about programs/services
- Links to Social Media Sites/Blog
- Contact Information on Each Page
- Progress Reports
- Business/Organization "News"
- Real photos (not stock images)
- Video
- PowerPoint Presentations
- Audio
- Press Releases
- FAQ or Q&A
- Articles of Interest—Internally written or from other sources
- Inspirational Material—Quotes, photos, excerpts
- Favorite or Recommended Sites or Businesses
- Discussion Board/Forum

Other: _____

CHECKLISTS FOR CLARITY OR PURPOSE

- Is my business/org clearly the focus of the site?
- Is the banner/header branded?
Do I have a tagline?
- On my about page, is my audience clear?
- Is my voice/perspective clear in the content?
- Can people understand my message within 5 minutes of visiting?

CHECKLIST FOR MAXIMIZING IMPACT

- Is my brand being utilized in all aspects of the site?
- Do I have social media links fully integrated throughout the site?
- Do I have a email list signup?
- Do I have analytics installed?
- Do I allow subscriptions to the site? RSS/email?
- Do I have contact info clear?
- Have I linked reviews, praise, news and other material?



Social Media Inventory & Action Plan: Social Networking

INVENTORY NUMBER OF FANS/FRIENDS/FOLLOWERS, LENGTH OF INVOLVEMENT (SINCE WHAT YEAR?), AND GROWTH PER MONTH IF APPLICABLE

FACEBOOK PERSONAL PROFILE

FACEBOOK FAN PAGE

TWITTER

LINKEDIN

GOOGLE PLUS

YOUTUBE

OTHER COMMUNITY SITES

CHECKLIST FOR CLARITY & PURPOSE

- If you have a Facebook page, do you have a daily or weekly posting strategy?
- If you have a Twitter account, what is your voice, perspective or focus?
- Do you have social media buttons on your website? Share buttons on all your content?
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If you participate on community sites, message boards or blogs, are they compatible or connected with your business/org message?

WHERE DO YOUR CUSTOMERS OR STAKEHOLDERS HANG OUT ONLINE? GUESS IF YOU DON'T KNOW.

TOOLS FOR EFFICIENCY & IMPACT BEING USED

- Hootsuite
- Twitterfeed
- Facebook Insights
- Google Analytics
- Buffer
- Other _____



Social Media Inventory & Action Plan: Analytics & Reach

FIND OUT THE FOLLOWING ABOUT YOUR WEBSITE/BLOG

Monthly Visitors

Traffic growth trend by month/yeat

New Visitors Vs. Repeat Visitors

Keywords that bring people to your site

Top 5-10 referrals to your site

Top ranked content

ADD TOGETHER

#Site/blog visitors

Facebook fans

#Twitter followers

#LinkedIn contacts

#Other social media channels

#Email list subscribers

#Snail mail list members

#Viewers/listeners of audio/video content

#People who hear you speak or attend business/org functions or events per year

#People attending or receiving other communication from you, your business/org. Be inclusive!

Total

**This is your social equity—
make sure you capitalize on
every opportunity to reach
them all!!**

