

Social Media Considerations: Should my office be in there?

Audience & Mission

Analyze your Audience

Identify importance audience segments that you specifically want to reach.

- Who is or should be interested in your program?
- Why should they care about your program?
- How do they currently obtain information online and offline?
- What does the online conversation currently look like?
- What barriers may exist that prevent you from reaching your target audience segments?

Deliver Value

Identify the value you will bring to your audience and to your program.

- Does this further your agency & program's mission?
- Are you duplicating existing resources or filling a void?

Be Strategic

Dissemination vs Engagement vs Collaboration

- What would the interaction look like if fully successful?
- Does this align with overall communication plan & objectives?

Strategic Use

Choose the Right Tool

Every platform has a different culture that requires a different style of messaging.

- What tools does your target audience use?
- What experience do you have with the different platforms?
- Do resources in your office help determine which platform you should use?

Manage with a Plan

Determine the roles and responsibilities required to get started and keep going.

- Who will be responsible for managing content and moderating engagement?
- Will you need to develop and clear new content?
- What voice/personality will you have?
- How will you be responsive to your audience?
- What's the criteria for when to say what?

Leverage Others

Chances are there are others out there doing something like what you want to do.

- What other organizations and/or Gov offices are doing similar activities?
- Are there opportunities to partner and/or merely support them?
- How will this integrate with your traditional media or in-person efforts?

Practical Considerations

Availability

Has the Department signed a TOS agreement with the tool you wish to use? Visit <http://www.hhs.gov/web> to find out.

Accessibility

Is the platform you plan to use accessible to those with disabilities? If no, then the content must be available elsewhere.

Records Management

How will you capture posts/comments? Will you be able to respond to a FOIA request?

Resources

How often will you post? Who is has to be involved in the carrying out your strategy?

Promotion

How will your target audience find out about your new effort? Through what avenues do you already have their attention?

Ongoing Quality Assurance

What mechanisms will you have in place that provide feedback (internal and/or external) on your activities? How regularly will you monitor & report on the efficacy of your efforts? What metrics are available and which will you use?

Goals/ Evaluation

How will you measure "success"?

Requirements

Appendix 7-1