**Social Media Worksheet**

**Rhett Fleitz – Social Media: The Fire Service’s Next Big Innovation 2011**

**Getting Started**

Why use social media?
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What do you currently use?
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Will social media make an impact?
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What impact do you want to make?
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Where does the fire service stand on social media? What about your department?
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Are other departments around you using social media?
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What do you think of their social media presence? What have you learned from them?
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Do others talk about your department on social media platforms? What is being said?
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Is outside participation ok?
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Who will be the administrator? How many people? (Team vs. one person)
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How will your members accept the social media presence? How will you know?
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**Objectives**

How often will you offer new content? (What frequency?)
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Who is your target audience?
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Which mediums will be used?
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What do you expect from your audience?
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**Management**

How will you measure your social media presence? (Metrics as well as numbers of followers)
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What are your short term goals?
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What are your long term goals?
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Will you encourage interaction/discussion/communication? Should you?
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How will you encourage interaction?
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What will be your biggest hurdle with social media?
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How will you handle this?
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Can you afford your social media presence? How much are you willing to spend?
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If you create a social media presence without new resources, what duties/responsibilities might be neglected?
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What is success?
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What is failure?
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What fears do you have about creating a social media presence?
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Other considerations:
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Notes:
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