

# Social Media Strategy Audit



The 'Social Media Strategy Audit' is best done through a senior management 'brainstorming' session. The discussion should be documented, providing a strong foundation for future strategy development in this area.

While detailed discussion of each issue may be required, you can get a quick feel for what's involved by working through the following ten questions giving your organisation a quick score out of 10 for each question (0 – very poor performance in this area; 10 – excellent performance).

Once you have completed the exercise, tally up your percentage score. How well did you perform overall? What areas are you performing very well or very poorly in? Where are the major areas for improvement?

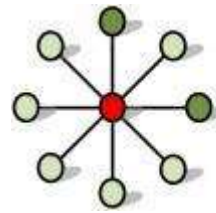
The next step would be to use the same questions to benchmark your progress against industry 'best practice', your competitors and the potential opportunities presented by social media. Perhaps more importantly, you should benchmark your progress against the growing expectations of social customers.

**Be honest!!!!!! Honest answers produce honest results.**

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Social Media Planning Pays

Audit Questions		Score (0 to 10)
1	How well are you using Social Media Monitoring Tools for listening? Do you have an agreed strategy in place for deriving actionable insights from the online conversations taking place relevant to your organisation?	
2	Do you have a clear social media vision and strategy? What is it?	
3	Have you documented and communicated the core business objectives to be achieved from Social Media? Have you agreed KPIs (Key Performance Indicators) and targets for each core business objective?	
4	Are your Social Media activities 'customer led'? Have you undertaken a detailed 'Customer Mapping and Segmentation Analysis'? Are your Social Media activities focused on 'quality' customers - high value, high margin, high growth potential customers? Is Social Media in your company driven by the need to build a 'Quality Customer Base' i.e. Identify, Acquire, Retain and Grow Quality Customers; or are you wasting valuable time and resource on 'below zero' customers (actual and potential)?	
5	Have you agreed the core business objectives, KPIs and targets to be achieved from each priority Social Media Channel you are using/going to use?	
6	Are formal procedures in place for monitoring and evaluating Social Media performance and business impact benchmarked against strategic business objectives?	
7	On a scale 1-10, how would you rate the positive business benefits derived from your Social Media activities (1 - no or minimal impact; 10 - major positive impact)	
8	Compared to other companies in your industry, are you a 'leader' or 'laggard' in your use of Social Media? Do you benchmark your Social Media performance and business impact against industry 'best practice', the potential of social media for your business and, more importantly, against the growing expectations of social customers?	
9	How well is your company organised and resourced to actively engage with Social Media? Does your organisation have a 'social mindset'? Are your Social Media activities resourced properly?	
10	Do you have a clear plan in place covering future development of your Social Media activities? Does this include areas such as the use of Social Media for customer service? Internally applications to improve efficiency and reduce costs across different value chain activities?	