

EXPLORE

Chapter 8: Social Media

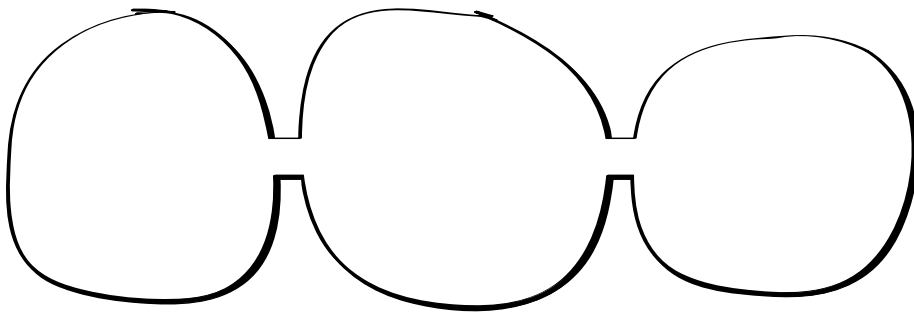
SOCIAL MEDIA COMPATIBILITY SURVEY

- | | | | |
|--|-------|-----------|------------|
| 1. Do you like to write? If so, a lot or a little? Are you good at writing about those things you are an expert? Are you good at sharing the more mundane? | YES! | SORT OF | NOPE |
| 2. How important is it that people find your business through web searches? | VERY | SORT OF | NOT |
| 3. Can you or someone in your organization be reliable to respond and create messages regularly? | YES | MAYBE | NO WAY |
| 4. Is a large part of the value of what you provide information? Can some of that be provided in ways that encourage readers to link back to your site? | YES | MAYBE 1/2 | NOT REALLY |
| 5. Do the products and/or services that you provide require customer support? | YES | SOMETIMES | NOPE |
| 6. Are people asking questions regularly about your work, and if so, could your business benefit from them having answers in a timely fashion? | OFTEN | SOMETIMES | NEVER |
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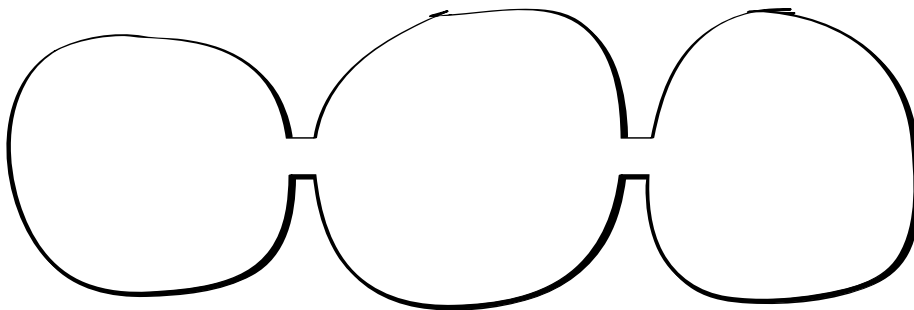
DECISION TIME

Now, considering what you have read in this chapter, what you already know about any social media platforms, and your responses to some of the social media compatibility questions on the previous page, answer the following questions:

#1 What forms of social media do you think are IMPORTANT to the running of your business?



#2 What forms of social media do you think you could currently SUPPORT inside of your business?



ARE
THESE
ALIGNED?

If they are not, what actions could you take to have the ones that you believe would be important supportable?

FOCUS

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TOP PRIORITIES

What Social Media is a real priority for your business? If you are not certain at this point, what are the key questions you need to have answered? →

1. _____
2. _____
3. _____

My next steps...

★ Always check the Online Resources for DIY ways to take action!

