



SOCIAL MEDIA BIG PICTURE WORKSHEET

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Social Media **GOALS**: _____

Rank your "typical goals" (From 0 (Not at all) to 10 (Highly Important))?

| | |
|--------------------------------------|------------------------|
| Grow eWOM | 0 1 2 3 4 5 6 7 8 9 10 |
| Move Customers Along the Continuum | 0 1 2 3 4 5 6 7 8 9 10 |
| Reputation Management | 0 1 2 3 4 5 6 7 8 9 10 |
| Nurture Reviews and Trust Indicators | 0 1 2 3 4 5 6 7 8 9 10 |
| Get Hard Leads: | 0 1 2 3 4 5 6 7 8 9 10 |
| Build Customer Community | 0 1 2 3 4 5 6 7 8 9 10 |
| Encourage Social Shares | 0 1 2 3 4 5 6 7 8 9 10 |
| Monitor Customer Feedback | 0 1 2 3 4 5 6 7 8 9 10 |
| Stay Top of Mind | 0 1 2 3 4 5 6 7 8 9 10 |
| Go Viral | 0 1 2 3 4 5 6 7 8 9 10 |
| Nurture Brand Image | 0 1 2 3 4 5 6 7 8 9 10 |

CONTENT. Ideas for content (blogs, videos, etc.) _____

WHY will your CUSTOMERS **CARE** or **SHARE**? _____

Are there opportunities for **CONVERSATIONS** and **RELATION-BUILDING**? _____

How **relevant** is each **SOCIAL MEDIUM** to your **GOALS**. (0 (Not at all) to 10 (Highly Relevant))?

| | |
|----------------|------------------------|
| Google+ Local: | 0 1 2 3 4 5 6 7 8 9 10 |
| Google+ | 0 1 2 3 4 5 6 7 8 9 10 |
| Yelp: | 0 1 2 3 4 5 6 7 8 9 10 |

| | |
|----------------------|------------------------|
| Blogs / Blogosphere: | 0 1 2 3 4 5 6 7 8 9 10 |
| Twitter: | 0 1 2 3 4 5 6 7 8 9 10 |
| Facebook: : | 0 1 2 3 4 5 6 7 8 9 10 |
| LinkedIn: | 0 1 2 3 4 5 6 7 8 9 10 |
| YouTube / Videos: | 0 1 2 3 4 5 6 7 8 9 10 |
| Pinterest | 0 1 2 3 4 5 6 7 8 9 10 |
| Instagram | 0 1 2 3 4 5 6 7 8 9 10 |
| Other: _____: | 0 1 2 3 4 5 6 7 8 9 10 |

How will you **PROMOTE** your Social Media channels? Example: how will you encourage people to follow you on Twitter? Give both **REAL WORLD** and **INTERNET** examples of your **ENCOURAGEMENT STRATEGY**: _____

What is your strategy for dealing with **HAPPY, UNHAPPY, FRUSTRATED** customers? Also are you prepared for something to **GO VIRAL** - be it **POSITIVE** or **NEGATIVE**? Describe: _____

What is your **ACTION PLAN** for getting started?

Research. How will you research competitors and others to emulate? What keyword themes are important to you? _____

Other People's Content. What blogs, websites, and other sources of other people's content exists _____

Your Own Content. What types of content are you going to create yourself? Who is going to produce them? _____
