

GET STARTED WORKSHEET

This document is an abbreviated version of the process I take my clients through when they get ready to launch a new social channel. This worksheet covers what I consider the basics & doesn't look at customer service plans, approval processes, content calendar development, or crisis management.

THE BASICS

This is general information about your planned channel.

The goal of this account is: (HINT: Try to be as specific as possible.)

This account will share the following types of content: (We'll get more specific, but here's where you can sketch out some high-level ideas)

This account will speak to the following types of individuals: (HINT: Don't focus on general demographics here. Instead, think about YOUR AUDIENCE TYPES. For example, a nonprofit may list out audiences like those who need their services, donors, volunteers, etc.)

We plan to post to this account _____ times per day/week. (Circle which applies).

THE BASICS, CONTINUED

What types of media do you need to use for this account? (Check all that apply)

- Short form (under 90 seconds) video _____
Mid-Range (90 seconds - 5 minutes) video _____
Long-form (5 minutes +) video _____
Photographs _____
Graphics _____
Audio Files _____
News media _____
Blog posts _____
Whitepapers/Case Studies _____
Other (Fill in below as needed): _____

This is where you can outline & keep your account details as you develop it and identify any needs for the account (i.e., profile photo creation, etc.).

Username:

Display Name (character count & requirements may vary by channel):

Biography/About (character count & requirements may vary by channel):

Website:

Location:

NEEDS: (Please list any media needs you need to *launch* your channel. Do you need a banner? A profile photo? Could you list it here!)

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CONTENT IDEATION

Topic Buckets

Outline 4-6 topic buckets you can discuss using this account. *Note: Topic buckets aren't individual topics (i.e., "Let's talk about Anne, our Volunteer of the Month" or "Ten Ways to Get Motivated") but are general subjects that you can use to plan (i.e., "Volunteer Recognition & Recruitment" or "Motivational Ideas for Freelancers")*

Individual Topic Ideas

You can take your topic buckets and outline a few topics you may discuss under each bucket. This is for you to use as a starting point for your content planning.

Topic Buckets Go Up Top

Individual Topics Go Underneath!

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ENGAGEMENT

If the social channel lets YOUR account follow other accounts, take a few hours and research what accounts (individual accounts or types of accounts) you will follow upon launch. You can list them on this page.

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ENGAGEMENT, Continued

We will check this account _____ times daily/weekly to engage with our community.

This document does not cover the creation of a customer service plan. However, take a few minutes to sketch out how you THINK people will interact with your channel (questions, comments you've received on other media, etc.) and consider how you might answer or address them. (And if you need more help, feel free to give me a yell at corrie@corrieoberdin.net)