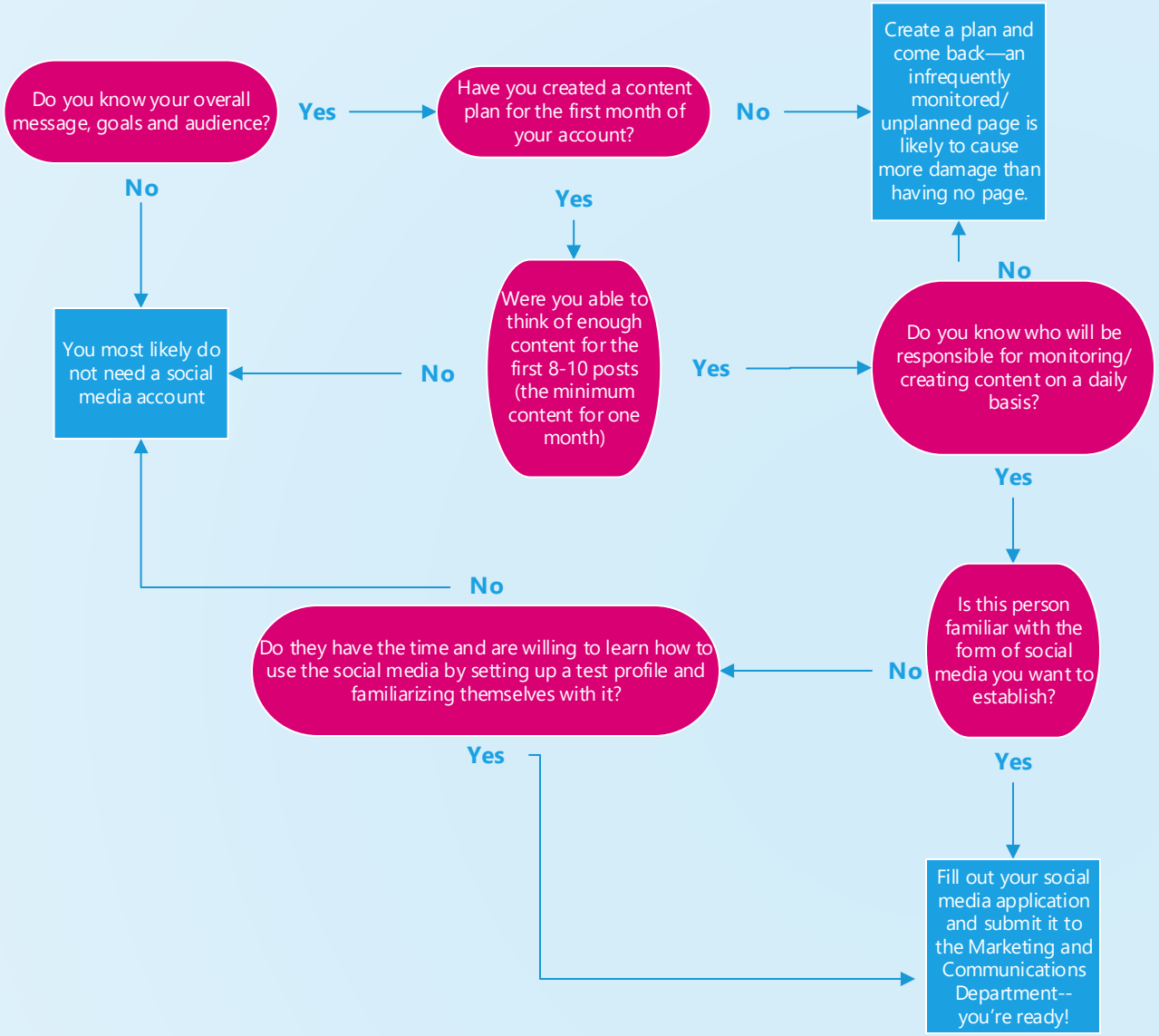
Do you know your overall message, goals and audience?
Yes
Have you created a content plan for the first month of your account?
No
Create a plan and come back—an infrequently monitored/ unplanned page is likely to cause more damage than having no page.
No
Yes
Were you able to think of enough content for the first 8-10 posts (the minimum content for one month)
No
You most likely do not need a social media account
Yes
Do you know who will be responsible for monitoring/ creating content on a daily basis?
No
Yes
Is this person familiar with the form of social media you want to establish?
No
Do they have the time and are willing to learn how to use the social media by setting up a test profile and familiarizing themselves with it?
No
Yes
Yes
Fill out your social media application and submit it to the Marketing and Communications Department-- you're ready!