LOSE 1 POINT

Staff Roles

You loose your key super star staff or intern who knows everything about social media.
Who will be responsible for tactical implementation?
Are they comfortable with the tools?
How will you involve others in your organization in the social media strategy?

LOSE 1 POINT

Resistance

Your board or staff are skeptical about a social media strategy. How will you convince them?

Your business partner thinks you are crazy. How will you convince him that you need to do this?

LOSE 1 POINT

Time

You have not allocated enough time to implement everything. Analyze how much time you need.

How will you create that time?

LOSE 1 POINT

Experiment

Being successful with social media is about experimentation and rapid re-iteration and being agile.   You got bogged down. What are some easy experiments you can do?
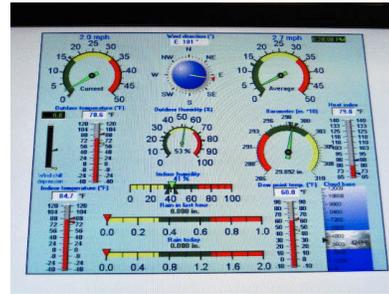Can you jump in as an individual first?

EARN 2 POINTS

Congratulations.
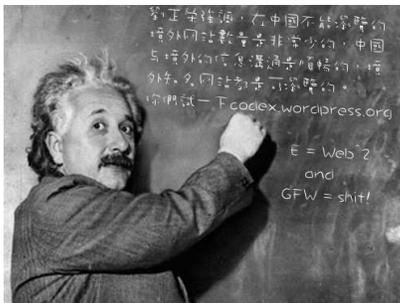You won the lottery or got a grant!
Spend your money wisely.

EARN 2 POINTS

You Identified Metrics for Success

What are your most important metrics?
How will identify and communicate intangible benefits to decision-makers?
Social media uses metrics other than page views — like influence, engagement, audience, and loyalty.

EARN 2 POINTS

You are ahead of the game!

You've gotten so good at social media that others are asking for your advice. What's your secrets to success?

EARN 2 POINTS

New Staff or Intern!

You just hired a rock star to implement your social media strategy. How will you manage them?
What policies might you need?

WILD CARD

Use your own ideas that make you eligible for 2 extra points

WILD CARD

Use your own ideas … something you didn't anticipate happened—you lost 2 points.

Earn 1 Point

Mixing

It's about integrating social media strategy and tools with proven marketing tools?

What still works for you that you will keep doing that isn't social media?

Loose 1 Point

Information Coping Skills

You're overwhelmed! Social media is messy and there's lot of information to deal with. How will you avoid getting information overload and distraction? How will you achieve social productivity?