

Launching Your Social Media Process Timeline and Tasks

Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Set-up activities. Development of initial strategy.		Evolution of initial strategy. Alignment of social media activities with overall business strategy. Establish initial presence on and involvement with communities via social media.		Refinement of strategy. Continued representation on social sites. Development of documentation and delivery of training related to social media strategy.	

Set-Up

Set-up/review & refine Stage 1 platforms:
Facebook Profile and Group or Page (depending on the strategic approach), **Twitter** Account (including search, scheduling and statistic tools)
LinkedIn account, **YouTube** Account, **Flickr** Account, **Blog** site (depending on the strategic approach)

Strategy

Identify primary objective for using social media. (This involves a review of current business objectives to ensure alignment.) Assess readiness and participation levels of current customer base. Establish metrics that will be used for assessing program effectiveness and ROI.

Prioritize use of preliminary social media tools. Design Conversation Index (key words, phrases and messages, audiences, frequency and timing) and align with social media tools. Determine appropriate time investment necessary to effectively maintain this initiative on an ongoing basis.

Start-Up

Perform initial phase of social media monitoring based on **key words** and industry-specific concepts. Assess website readiness (calls to action, interactivity, shareability).and design

Continue monitoring conversations and begin engagement activities. Compile list of recommended associations (i.e., industry blogs to follow, LinkedIn Groups, FB pages/groups, Twitter groups, etc.) Initiate networking process on various platforms.

Compose two-months'-worth of sample messages for each medium, based on customized Conversation Index. Edit / compose website content to include and reflect the use of social media.

Training

Develop documentation of procedures, tools, and schedules for maintaining social media activity as of the contracted completion date of this project. Draft a set of guiding principles/policy to ensure accurate, acceptable, and appropriate facilitation of social media activities by employees / contractors.

Deliver instruction and over-the-shoulder guidance to the person(s) assigned to maintain ongoing social media presence. Deliver overview and cursory training to management, on the specific social media techniques being used.

