

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. Preliminary start-up activities.		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. Increase efficiencies on social sites. Review business strategy for other opportunities to use social media.	

Set-Up		
Set-up accounts on at least three social media platforms (e.g., Facebook , Twitter and YouTube). Begin monitoring and practice passive participation maintaining a consumer persona. (NO SELLING!) Set up a blog/site or website, if you don't already have one.		Set up business accounts on appropriate social media platforms. Add widgets to your blog/website to make it shareable.

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 messages, keywords and phrases, audiences, frequency and timing) and align with social media tools. Determine appropriate time investment necessary to effectively maintain this initiative on an ongoing basis.	Review metrics identified in months 1 and 2 and make course corrections where necessary, based on goals and metrics. Begin considering adding another well-defined objective for using social media.

Start-Up		
Begin compiling keywords .	Continue monitoring conversations and begin engagement activities to develop online networks. Draft checklists for managing the accounts to ensure steady activity on all platforms.	Refine social media management checklists, eliminating activities that don't provide value and modifying/adding others as appropriate.

