Social Media Inventory & Action Plan: Content

LIST ALL CONTENT YOU REGULARLY CREATE OR USE—EXECUTIVE DIRECTOR/CEO REPORTS, EVENT REPORTS, ARTICLES, BLOG POSTS, NEWSLETTERS, STAKEHOLDER/CLIENT UPDATES, QUARTERLY/ANNUAL REPORTS, REVIEWS, PHOTOS, GRAPHICS, VIDEO, AUDIO, ANYTHING!

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HOW COULD EXISTING CONTENT BE REPURPOSED, REMIXED, OR REDISTRIBUTED IN A DIFFERENT CHANNEL OR MEDIUM? AUDIO, VIDEO, VISUAL?
# Social Media Inventory & Action Plan: Website/Blog

**WEBSITE AND/OR BLOG URL:**

______________________________________________________________

**WHAT TYPE OF CONTENT IS ON YOUR SITE AND/OR BLOG?**

- [ ] An About page
- [ ] Staff Profiles
- [ ] Informational pages about programs/services
- [ ] Links to Social Media Sites/Blog
- [ ] Contact Information on Each Page
- [ ] Progress Reports
- [ ] Business/Organization “News”
- [ ] Real photos (not stock images)
- [ ] Video
- [ ] PowerPoint Presentations
- [ ] Audio
- [ ] Press Releases
- [ ] FAQ or Q&A
- [ ] Articles of Interest—Internally written or from other sources
- [ ] Inspirational Material—Quotes, photos, excerpts
- [ ] Favorite or Recommended Sites or Businesses
- [ ] Discussion Board/Forum

**CHECKLISTS FOR CLARITY OR PURPOSE**

- Is my business/org clearly the focus of the site?
- Is the banner/header branded? Do I have a tagline?
- On my about page, is my audience clear?
- Is my voice/perspective clear in the content?
- Can people understand my message within 5 minutes of visiting?

**CHECKLIST FOR MAXIMIZING IMPACT**

- Is my brand being utilized in all aspects of the site?
- Do I have social media links fully integrated throughout the site?
- Do I have a email list signup?
- Do I have analytics installed?
- Do I allow subscriptions to the site? RSS/email?
- Do I have contact info clear?
- Have I linked reviews, praise, news and other material?

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SOCIAL MEDIA 101 INVENTORY CREATED BY KLCREATIVEMEDIA.COM
### Social Media Inventory & Action Plan: Social Networking

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK PERSONAL PROFILE</td>
<td></td>
</tr>
<tr>
<td>FACEBOOK FAN PAGE</td>
<td></td>
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<tr>
<td>TWITTER</td>
<td></td>
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<tr>
<td>LINKEDIN</td>
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<tr>
<td>GOOGLE PLUS</td>
<td></td>
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<tr>
<td>YOUTUBE</td>
<td></td>
</tr>
<tr>
<td>OTHER COMMUNITY SITES</td>
<td></td>
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</tbody>
</table>

### CHECKLIST FOR CLARITY & PURPOSE
- [ ] If you have a Facebook page, do you have a daily or weekly posting strategy?
- [ ] If you have a Twitter account, what is your voice, perspective or focus?
- [ ] Do you have social media buttons on your website? Share buttons on all your content?
- [ ] If you participate on community sites, message boards or blogs, are they compatible or connected with your business/org message?

### WHERE DO YOUR CUSTOMERS OR STAKEHOLDERS HANG OUT ONLINE? GUESS IF YOU DON'T KNOW.

### TOOLS FOR EFFICIENCY & IMPACT BEING USED
- [ ] Hootsuite
- [ ] Twitterfeed
- [ ] Facebook Insights
- [ ] Google Analytics
- [ ] Buffer
- [ ] Other

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**Social Media 101 Inventory Created by KLcreativeMedia.com**
# Social Media Inventory & Action Plan: Relationships

<table>
<thead>
<tr>
<th>LIST NAMES OF PEOPLE IN YOUR PERSONAL AND PROFESSIONAL LIFE THAT YOU WOULD FEEL COMFORTABLE CONTACTING VIA EMAIL OR PHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIST ALL ORGS, SCHOOLS, BUSINESSES, MEDIA OUTLETS, PROFESSIONAL ASSOCIATIONS, ETC YOU HAVE A RELATIONSHIP WITH</td>
</tr>
<tr>
<td>LIST THE MOST INFLUENTIAL PEOPLE WITH WHOM YOU OR YOUR BUSINESS/ORG HAVE A CLOSE CONNECTION</td>
</tr>
</tbody>
</table>

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Social Media 101 Inventory Created by KLCreativeMedia.com
# Social Media Inventory & Action Plan: Analytics & Reach

## FIND OUT THE FOLLOWING ABOUT YOUR WEBSITE/BLOG

<table>
<thead>
<tr>
<th>Monthly Visitors</th>
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<table>
<thead>
<tr>
<th>Traffic growth trend by month/yeat</th>
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<table>
<thead>
<tr>
<th>New Visitors Vs. Repeat Visitors</th>
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<table>
<thead>
<tr>
<th>Keywords that bring people to your site</th>
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<table>
<thead>
<tr>
<th>Top 5-10 referrals to your site</th>
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<table>
<thead>
<tr>
<th>Top ranked content</th>
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</table>

## ADD TOGETHER

- #Site/blog visitors
- # Facebook fans
- #Twitter followers
- #LinkedIn contacts
- #Other social media channels
- #Email list subscribers
- #Snail mail list members
- #Viewers/listeners of audio/video content
- #People who hear you speak or attend business/org functions or events per year
- #People attending or receiving other communication from you, your business/org. Be inclusive!

**Total**

This is your social equity—make sure you capitalize on every opportunity to reach them all!!