



Social Media Self Assessment



This document is an outline of how to score your social media presence and strategy.

The following are examples of Key Performance Indicators used to create a social media score and to develop a social media strategy.

Interactive Innovations provides in-depth social media audits for Fortune 100 companies, small and medium sized businesses alike.

If you have questions on how to improve your score or how to develop and effective social media for business strategy please contact us at:

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Thank you.



Facebook.com

Do you have a Facebook account?

Do you have a Personal Profile?

➤ How often are you updating your status?(circle one)

Twice a day (or more)

Once a day

Once a Week

Once a Month

Never

Does Your Business have a FB Fan Page?

➤ How often are you initiating conversation with your audience?

Twice a day (or more)

Once a day

Once a Week

Once a Month

Never

Do you have customized tabs/pages that promote your brand?

➤ What are these tabs/pages dedicated to (i.e. contests, promotions, welcome page)?

Is one of your custom pages set as the Fan Page Landing Page?

Have you engaged with people to become a fan within the Facebook community?

Have you engaged with people to become a fan outside of the Facebook community (i.e within other Social Networks, and on your blog)?

Are your employee's fans?

Are your employees given Admin Access to the Facebook Fan Page?

Are your employees regularly engaging in conversation?

Are you advertising on Facebook?

Have you set a target demographic?

Are you tracking Your Impressions?

Are you tracking your click through rate?

➤ When was your last update?

Yesterday

- Last Week

- Last Month

- Never



Gmail.com

- Do you have a Gmail account?

- Do you use it to register for your social media accounts?

- Are You Using the Share Button to Post Content to your Social Media Accounts?

- Are you familiar with Google Buzz?

- If so are you experimenting with it?



Reddit.com

- Do you have a company account?

- How often do you post media to your account (check one)
 - Daily

 - Monthly

 - Never

- Do you comment on Reddit articles that are relevant in your industry?

- Do you respond to comments made on your posts?



Technorati.com

- Do you use Technorati to track what is happening in your industry?

- Do you use Technorati to find out what others are saying about your company?

- Are you using the advanced search tools to track posts that link to your company's website?

- Are you using "watchlists" in Technorati?

- If a blog is writing about your company do you leave a comment?

- Do you market your blog on Technorati?

- Are you optimizing your tags and keywords?
- Have you personalized your homepage?
- What do you propagate on Mixx (circle one)
 - Articles
 - Photos
 - Video
- Are you using the tagging feature for your content?
- Are you engaging in private groups and tracking the social news within those groups?
- Are you voting on Mixx content in your industry?



YouTube.com

- Do you have a YouTube page?
- Do you have a customized YouTube page?
- Do you have videos?
- Is your YouTube Profile updated and optimized?
- Do you have subscribers?
- Are your videos rated or commented upon?
- Are you on any other video platforms?
- If so, which ones.



WordPress.com

- Do you have a WordPress blog?
- Does your WordPress blog have optimized meta data?
Do you post regularly?
- Do you post relevant content?
- Do you link to your site and other interesting sites?
- Do you have a no-follow configuration on these sites?
- Is the title of your WordPress blog relevant?
- Are your post titles optimized?
- Are your descriptions optimized?

- Are your images optimized?

- Have you set up breadcrumbs in your WordPress template?

- Do you have active subscribers?

- Do you have active comments on your posts?

- Have you followed your WordPress commenters on twitter?



Twitter.com

- Do you have a twitter account?

- Do you have an optimized profile?

- Do you have a custom twitter background?

- Do you actively update your twitter account with relevant information?

- Do you have more followers than people who follow you?

- Are the majority of your followers relevant to your industry?

- Do your tweets include optimized keywords?

- Do you regularly ReTweet information that is relevant in your industry?

- Do you regularly @reply others in your Twitter Stream?

- Are you following industry relevant keywords at search.twitter.com?

- If so, are you engaging with those who have relevant questions/concerns in your industry?

- Have you created relevant Twitter Lists for your industry (i.e. the most influential people in Colorado Marketing, etc)?

- Have you initiated a "Twitter Only" promotion or contest?



Tumblr.com

- Do you have Tumblr Account?

- Do you use Tumblr to propogate your blog content?

- What do you post on Tumblr (circle all that apply)
 - Text

 - Video

 - Audio

 - Quotes

- Photo
- Chat

- Links

- Are you using a Custom Domain Name in Tumblr?

- Have you created a Custom Tumblr Theme?

- Do you Follow other tumblelogs within your industry?

- Do you use the “like” button in Tumblr to interact with the Tumblr community in your industry?

- Do you use Tumblr to “reblog” other people’s content?

- Do you use Tumblr for your RSS feeds?



Friendfeed.com

- Do you currently use friend feed?

- Do you add all of your updates from your active social media networks into friend feed?

- Do you subscribe to friend feed streams of other users in your industry and networks?



LinkedIn.com

- Is your business registered on LinkedIn?

- Is your LinkedIn profile accurate and thorough?

- Are your employees linked to your business?

- Have you actively sought out recommendations for your network?

- Are you following industry relevant groups?

- Are you actively engaging in these group discussions?

- Have you created or are you managing a LinkedIn group?

- Are you actively initiating discussions within you LinkedIn group?

- Do you have a strong network with relevant connections?

- Have you recommended your connections?

- Do you actively use LinkedIn as an HR resource?

- Do you post and attend events via the LinkedIn Network?

- Does your LinkedIn account connect to your website, blog, twitter, and other social media platforms?
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Digg.com

- Do you have a Digg account?
 - Do you have articles and videos submitted on Digg?
 - Have these articles/videos been “dugg” by more than 10 users?
 - Has your Digg username been actively Digging relative articles and videos?
 - Is your Digg account connected to your Facebook account?
 - Have you customized your Digg account to display relative topics only?
 - Have you updated your Digg profile?
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Delicious.com

- Do you have a Delicious account?
 - Have you bookmarked important links for your company?
 - Have you optimized these bookmarks using relevant tags?
 - Is your public profile updated?
 - Do you have a network of relevant users?
 - Do you participate in Delicious forums?
 - Are you subscribed to tags that are relevant to your industry?
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