

# Social Media Considerations: Should my office be in there?

## Audience & Mission

### Analyze your Audience

Identify importance audience segments that you specifically want to reach.

- Who is or should be interested in your program?
- Why should they care about your program?
- How do they currently obtain information online and offline?
- What does the online conversation currently look like?
- What barriers may exist that prevent you from reaching your target audience segments?

### Deliver Value

Identify the value you will bring to your audience and to your program.

- Does this further your agency & program's mission?
- Are you duplicating existing resources or filling a void?

### Be Strategic

Dissemination vs Engagement vs Collaboration

- What would the interaction look like if fully successful?
- Does this align with overall communication plan & objectives?

## Strategic Use

### Choose the Right Tool

Every platform has a different culture that requires a different style of messaging.

- What tools does your target audience use?
- What experience do you have with the different platforms?
- Do resources in your office help determine which platform you should use?

### Manage with a Plan

Determine the roles and responsibilities required to get started and keep going.

- Who will be responsible for managing content and moderating engagement?
- Will you need to develop and clear new content?
- What voice/personality will you have?
- How will you be responsive to your audience?
- What's the criteria for when to say what?

### Leverage Others

Chances are there are others out there doing something like what you want to do.

- What other organizations and/or Gov offices are doing similar activities?
- Are there opportunities to partner and/or merely support them?
- How will this integrate with your traditional media or in-person efforts?

## Practical Considerations

### Availability

Has the Department signed a TOS agreement with the tool you wish to use? Visit <http://www.hhs.gov/web> to find out.

### Accessibility

Is the platform you plan to use accessible to those with disabilities? If no, then the content must be available elsewhere.

### Records Management

How will you capture posts/comments? Will you be able to respond to a FOIA request?

### Resources

How often will you post? Who has to be involved in the carrying out your strategy?

### Promotion

How will your target audience find out about your new effort? Through what avenues do you already have their attention?

### Ongoing Quality Assurance

What mechanisms will you have in place that provide feedback (internal and/or external) on your activities? How regularly will you monitor & report on the efficacy of your efforts? What metrics are available and which will you use?

### Goals/ Evaluation

How will you measure "success"?

Requirements