

# Social Media Checklist

*Adapted from Vanderbilt University's [Social Media Handbook](#) (with permission).*

- ✓ **Get approval from your department head or manager.**  
In some cases, this person will oversee the department's presence online.
- ✓ **Define your goals.**  
Consider what you want to accomplish for your department. What needs are not being met through existing methods, and how could social media help? This will help you determine the appropriate tools, whom you are intending to reach, and what content will best serve your audience.
- ✓ **Assign or identify coordinator(s).**  
Determine who is responsible for posting, updating, and monitoring your pages and/or profiles. As part of this discussion, it should be determined how much time can be devoted to maintenance, checking in, and engaging with the audience. The most successful pages are ones that are used regularly (daily or weekly), which is why it is good to consider a back-up person to aid in this process.
- ✓ **Create a strategy.**  
Refer to our worksheet to help you develop a plan for success.
- ✓ **Choose your tool(s).**  
This decision should be based on your goals. If you can update and engage with your audience in 140 characters, Twitter may work well. If you plan to share photos, videos, links and building an online community, Facebook fan pages are advisable. If this is a short-term project for a limited or specific audience (or class), consider a Facebook group. If people in your department are hoping to share long-form reflections, a blog would work best. Focus on one tool and on doing it well to build a strong online presence with your audience.
- ✓ **Name yourself.**  
Create a profile name that clearly and concisely identifies your program and its affiliation to Whitworth.
- ✓ **Test.**  
Develop your blog, Facebook page, Twitter account, etc. and begin populating it with comments and updates. Share it initially with a small group who can provide comments and feedback. This step is easy to overlook, but it can help you get things up and running before you do a public launch, it provides content and context, and it ensures that you are comfortable maintaining it.
- ✓ **Launch.**  
When you're ready to promote your social media presence, notify your audiences through traditional means like email or a notice on your department page (use a social media link icon, if appropriate). Notify others on your chosen social media platforms that your site is live. One of the best ways to do this is by linking to these sites from yours and mentioning them in your posts.
- ✓ **Evaluate and adjust.**

There are many ways to evaluate your goals as you go along, and trial-and-error is one way that's usually necessary. All social media platforms come with easy-to-use tracking tools, so check these stats regularly to see which types of posts are most viewed and which generate the greatest response. Be prepared to realign your strategy in response to this information.