

Extended Social Media Implementation Checklist

A supplement to *Strategic Social Media*, presented by
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Step 1: Get ready

- Consider your organizational culture and budget constraints. Decide if you'll place the responsibility of social media strategy with an agency, keep the effort in-house or use a hybrid approach.
- Having the right person on staff leading the social media effort is key. Join Carle Clinic on Facebook for tips to find the right staffer.
- Get the marketing and public relations staff on board. Even though one person may head the effort, the rest of your staff needs to feed story ideas and help create buzz.
- Get IT on board. Partner with IT to develop policies on social media usage and ensure their support of your tactics.

Step 2: Pick your outlets

- There is no magic formula for choosing social media outlets. The list of possibilities can be daunting, but lean on Gen X staff for guidance.
- Your social media venues should be based on establishing relationships and offer "following," or automatic updates for people connected with you. (i.e. Facebook fans)
- Pick two outlets. At least one should allow video and picture posting to create an engaging environment.
- Your selections should be widely used. Even the most popular outlets may be outdated in two years; many others are likely to fade within months. See what your peers are using for guidance.

Step 3: Establish your presence

- Begin by posting core organizational information from existing collaterals and website.
- Next, upload existing direct-to-consumer creative campaigns, including print ads and television commercials. Social media can extend the reach and life of these investments.
- Content on social media is in constant motion and demands frequent updating (a minimum of two times a week). Maintain your presence with existing news releases and items from internal publications.

Step 4: Build your fan base

- Remember that employees are your best marketers. Ask them to join you on Facebook, Twitter or your chosen venue. Not only will this help to build your fan base, but it gives you another way to reach employees at home during a weather disaster or other crisis.
- Add "join us" buttons to your organization's website, giving visitors direct links to connect with you on social media.
- Keep in mind that people will find your organization through other paths ranging from word of mouth to video searches. Just as driving Google search results isn't the sole method of increasing traffic to your website, directing people to social media outlets is not the only way you will build your fan base.

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Step 5: Incorporate into marketing plans

- Incorporating social media calls-to-action into your marketing plans gives you the opportunity to create more champions. If Facebook RSVPs for a community seminar surpass expectations, the stakeholders who supported the seminar will help spread the word about the success of your new tactic.
- Don't use social media in a vacuum. Link culturally comfortable tactics, such as print advertising and direct mail, to new calls to action that incorporate social media.

Step 6: Measure

- Measure your successes and where you fall short. Best practices for social media have been developed only in the last year or two. The tactic is evolving. By carefully analyzing your experiences, you develop your own best practices as guidelines for the next campaign.
- Just like traditional advertising tactics, developing these relationships takes time. Avoid the hope for a "viral" video or campaign, which may only produce short term gains. Invest in social media relationships long term.
- Report back to your stakeholders, physicians and administration. Take the time to market your department in internal publications to continue building champions.

Step 7: Lean on your resources

- Join Carle Clinic on Facebook to read a post about finding the right staffer to lead your social media strategy.
- Follow Carle Clinic on Twitter for *Ten Tips for Terrific Tweeting*.
- For additional guidance, contact carol.koenecke-grant@carle.com, Vice President of Planning and Marketing, or julia.sullivan@carle.com, Carle Clinic Marketing Coordinator.