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](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 is 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”?

Visit [http://www.hhs.gov/web](http://www.hhs.gov/web)