

## Checklist for Choosing the Right Social Channels

Selecting the right social channels for your organization isn't an easy decision as there are numerous options available and a variety of considerations to account for. Here's a checklist to guide your decision-making process. A majority of the questions below should be marked 'yes' to indicate a social network is right for your business.

Yes	No --- Are your customers active on this social network?
Yes	No --- Does this channel have a big enough audience to be worth an investment?
Yes	No --- Do you have the resources to maintain an account on this channel?
Yes	No --- Does your organization have the expertise to succeed here?
Yes	No --- Are your competitors and industry peers active on this channel?
Yes	No --- Is it possible to achieve your marketing goals on this platform?
Yes	No --- Can your company afford to pay for advertising on this social network?
Yes	No --- Can you reasonably measure and report results for this channel?
Yes	No --- Have you personally tested this network to understand how it's used?
Yes	No --- Does this channel facilitate customer service requests for your customers?
Yes	No --- Are you able to experiment on this network, moving beyond best practices?
Yes	No --- Will this social channel continue to exist in the long-term?
Yes	No --- Are there creators active on this channel that you can partner with?
Yes	No --- Is this channel brand safe and unlikely to threaten your reputation?