What are the top 5 things we need our social media to accomplish?

In 50 words or less, describe the audience we are trying to reach.

On a scale of 1-5 (1 being extremely poor, 5 being extremely strong) how effective is our social media at accomplishing our goals?

Name the three types of content (videos, blogs, posts, images, animation, etc.) you feel we can execute with the least upset to current work levels.

If we were granted a wish list of needs that could be satisfied before starting our social media campaign, what 3 things would you want on it?

Who needs to see and or approve social media plans?