

Advanced E-Strategy

Self-Assessment

On a scale from 1 to 5 (1 being the lowest and 5 being the highest), rate the following:

1. How well your E-Strategy and social networking tools are getting you the results you need: _____
2. How well you understand how to use social media to achieve your objectives: _____
3. How well you've applied baseline metrics to existing efforts: _____
4. How well you understand your audience's demographics, attitudes, preferences and/or behaviors: _____
5. How well you understand your audience's communication practices and the communication channels they use: _____
6. How well you have identified your messaging: _____
7. How well you've identified your communication distribution channel(s) to match your audience's communication practices: _____
8. How up and running your social media is: _____
9. Your skills with online tools and social media: _____
10. The likeliness that you are able to maintain your own social networks: _____
11. The level of access you have to the following resources to help with your social media:
 - a. MOW media tools: _____
 - b. Paid staff: _____
 - c. Volunteer staff: _____
 - d. Funding: _____
12. How well you have identified ongoing content to populate your social networks: _____
13. How well you have populated your social network channels with followers: _____
14. How well you have applied metrics and tracked your success to date: _____
15. How well you have celebrated success to date: _____