

Checklist for Choosing the Right Social Networks

Selecting the right social networks 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 large, active audience?
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 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?