



Use this form to help you think through your organization's New Media strategy, by focusing on: 1) Target Audience(s), 2) Objective(s), 3) Integration, 4) Culture Change, 5) Capacity, 6) Tools & Tactics, 7) Measurement, & 8) Experiment.

1. Target Audience(s)

Who do you want to reach with your new media efforts to meet your objective?

What does your target audience know or believe about your organization?

What key points do you want to make with your audience?

What new media tools are they currently using? Describe based on direct observation, primary research, or secondary research.

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What additional research do you need to do to learn about your target audience's online social behavior?

2. Objective(s)

What do you want to accomplish with new media?

Restate your objective(s) in "SMART" terms – **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, and **T**ime-based.

Describe how your new media objective supports or links to a goal in your organization's mission and/or communications plan (if applicable).

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3. Integration

How will your new media strategy support and enhance your existing Internet strategy (if you have one)?

Internet Strategy Component	How New Media Strategy Supports
Email	
Web Site	
Search Engine Advertising	
Other:	

4. Culture Change

How will you get your organization to embrace your new media strategy?

Can you think of any internal champions to drive it forward?

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SOCIAL MONITORING TOOLS

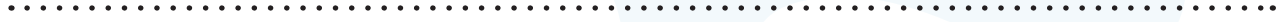
NEW MEDIA STRATEGY MAP WORKSHEET*

How will you address any fears or concerns?

Three horizontal lines for writing.

What is the rate of change your organization can tolerate?

Three horizontal lines for writing.



5. Capacity

Who will implement your organization's new media strategy?

Four horizontal lines for writing.

Can you allocate a minimum of five hours per week to your strategy?

Four horizontal lines for writing.

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Do you need any outside expertise to help implement your strategy?

Will your content updates depend on any other resource or person?

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6. Tools and Tactics

What tactics and tools best support your objectives and match your targeted audience?

What tactics and tools do you have the capacity to implement?

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7. Measurement

What hard data points or metrics will you use to track your objectives? How often will you track? Do you have the systems and tools set up to track efficiently?

Measurable objective	Before	During	After

What qualitative data will you take into consideration to generate insights or help you improve your new media strategy?

8. Experiment

What small piece can you implement first as a pilot?

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SOCIAL MONITORING TOOLS

NEW MEDIA STRATEGY MAP WORKSHEET*

Use the following table for analysis after you implement. Don't focus so much on numbers but rather on insights.

Before	After
What did you plan to do? What did you think would be the result?	What actually happened? How could your results have been improved? What did your audience think? What will you do differently in the next iteration?

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