



## Group Follow-up Discussion Questions

**Use the questions below to stimulate conversation regarding the practices discussed during the Alliance for Innovation Strategy and Implementation of Social Media webinar. Use the blog site to share the thoughts of your group.**

1. Define what you want to accomplish? If there is no purpose, why do it.
2. What does social media do for your residents?
3. What are your goals for your social media efforts? I.e. Increase engagement, build a metric based on that. Build trust, metric based on that.
4. How does social media tie to your strategic initiatives? Tying implementation to your overall organization's goals?
5. How would you tie your overall communication strategy and your social media strategy together?
6. Who do you need to have at the table in order to make your social media effort happen?
7. Do you have the buy-in necessary to undergo a social media effort?
8. Do you have the tools or ability internally to sustain your social media efforts?
9. Is your organization committed to put the work in to reach the goals of your social media strategy?
10. Have you researched what other local governments have done? Working off of other people's models