

## 47 Tough Social Media Questions – Part II

By Randall Craig, President, 108 ideaspace

What are the best questions to ask when someone comes to you with their "great" Social Media idea? In the first part of this series, we looked at the first group of 16 questions. [Link to the first article]. In this segment, we continue by adding an additional 15.

17. Has anyone – another association, consultant, or academia – done a study to compare or establish benchmarks or best practices? How does the proposed plan
18. How long have you personally used Social Media (Facebook, LinkedIn, Twitter, YouTube)?
19. What investment is required? Payback? ROI?
20. If the investment were increased/decreased by 50% what would change in your proposal?
21. Who specifically came up with the plan – a 20 year old?

Just because someone is young doesn't mean they are incapable of putting together a great plan. Millennials are well educated, self-assured, and smart. Unfortunately, they just don't have the business acumen that their more experienced managers have. That these managers might not understand Social Media means that there is an opportunity for two-way mentoring to close the gap. If the gap remains, then the plan will not likely succeed.

22. Most organizations do PR centrally – yet the blog/twitter is decentralized – how will we control “the message”?
23. What are the top five risks; how will they be addressed?
24. What are our members doing?
25. Explain the rationale for building the program on third party sites versus our own (or the other way around).
26. How will spam be addressed?

While many people associate spam with email, spam is a growing problem on the social web as well. Hucksters put their promotional comments on your Facebook page, they comment (inappropriately) on your blog, and use your #hashtags for their own purposes. Managing the community is important, and takes time: how will this task be resourced?

27. How will this plan address privacy issues?
28. What additional law or government regulation must be followed (privacy, Do Not Call, under 18 laws, etc)?

29. How many person-hours/week will be spent on this? (And by who?)
30. Is the plan integrated with our Membership/Advocacy/Conferences/HR/etc, or is it just tacked-on? How is the integration done?
31. With finite resources, what will be stopped if this one starts?
32. Does the plan have clear objectives?

This last question is one of the most important, but it is often left for the end - or left out. Having clear objectives suggests a number of other important activities: monitoring, measurement, and accountability.

Many associations have marketing and communications committees where web and Social Media issues are decided. Here's an idea for the courageous: why not table these questions (and the previous ones), and see how well they can be answered. If the questions can't be answered satisfactorily, then maybe it's time to review the strategy – and those responsible for it.

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