



Social Media Questionnaire

1.) Why does your department want to be on social media?

2.) What are your goals for using social media? *Circle all that apply*

- To increase your audience / fan base
- To promote your products and services
- To engage in an online conversation
- To become an information destination
- Other *(please list)*

3.) Who is your target audience?

4.) Is your department currently on any social media? If so please list:

5.) What social media platforms is your department interested in? *Circle all that apply:*

- Facebook
- Twitter
- LinkedIn
- YouTube
- Pinterest
- Instagram
- Blog
- Other *(please list)*

6.) What do you want to tell your audience? *Circle all that apply:*

- Promotions
- Educate/Inform
- Department events and activities
- Available services
- Contact information (phone numbers, office hours, building location, etc.)
- Helpful information / tips
- Emergency information / breaking news
- Other (*please list*)

7.) Please list the content available to your department (Ex: Department website, marketing materials, original content created by department employees, etc.)

8.) What other government agencies, companies, professional organizations, media outlets, communities, etc. do you want your account to connect with?

9.) Please list how many resources (employees) your department will designate towards social media

10.) How much time does your department have for social media?

Who will be involved with your department's social media?	Time available for social media (per week)
<i>EX) Jane Doe</i>	<i>EX) 2-5 hours per week</i>