

Social Media & Your Organization

Objective:

- To define the organizations purpose for using social media tools
- To prioritize resources and efforts to use social media effective
- Align social media strategy with organization's mission and purpose



Size of Group: Any

Prep Work 4 U:

- Write down the following on separate flip charts: Twitter, Facebook, Youtube, LinkedIn
- Hang these up around the room
- Give everyone a marker
- Have some colored sticky dots (to be used later in the exercise)

Set it up for Success:

Instruct people to identify different purposes for using any of the social media tools around the room for their organization. *(You might add other tools depending on your organization. I was working with a group where they were trying to sell the location so they also used flickr for photo sharing).*

Give participants about 15 minutes or so to record their statements on each of the posters around the room.

After all the ideas on purpose have been captured, distributed 5 colored sticky dots to each participant. Instruct them to use these as “votes” for what they think is most important to the organization at this time. Participants can divide up their votes as they like. If they think one idea is really great and they want to give all 5 of their votes, they can do that. They choose on how to use their votes based on what they think is most important.

After the voting has taken place, ask the group what they notice or what do they make of the voting results. As facilitator, I like the group to tell each other what stands out rather than me circling the top vote getters. It also might lead to conversation about some items that didn't get the popular vote, but might still be worth pursuing.

Ask the group, “what are some next actions as a result of this exercise?” It's important to get an owner and timeline for each of the next actions identified.