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Social Governance Checklist

In order to establish a governance policy for your enterprise social media operations, the following checklist is intended to help you not only determine where you are in the development process but also feel more empowered with initial guidance to address this critical business need. Check all that apply, depending on what has been done to date.

Social Business Diagnostic:
- ☐ Account Consolidation/Sunsetting
- ☐ Credentials Management
- ☐ Listening Query and Dashboard Optimization
- ☐ Measurement Guidelines
- ☐ Governance Policy/Playbook (Including Outline of Social Tools, Technologies & Integrations)

Enterprise Social Media Operations:
- ☐ Social Media Policy
- ☐ New User Request Process
- ☐ Social Media Crisis Plan
- ☐ Social Media Content Pause Plan
- ☐ Business Continuity/Disaster Management Plan
- ☐ Issue & Incident Reporting Protocol
- ☐ Social Channel and Follower Strategy
- ☐ New Channel Request Process
- ☐ Analytics and Reporting Cadence
- ☐ Volume and Engagement Metrics
- ☐ Workflow and Response Matrices
- ☐ Social Media and Endorsement Guidelines
- ☐ Influencer Disclosure Management Process
- ☐ User-Generated Content Consent Language & Processes
- ☐ Policies Around Use of Music in Social Video and Other Digital Marketing Materials

Social Center of Excellence:
- ☐ Governance Council Formation
- ☐ Community Management Activation (Organic)
- ☐ Ad Comments Moderation (Paid)
- ☐ Social Care Protocols Implementation
- ☐ Training and Orientation Scheduling

Are you ready to go on your Social Governance journey, and not sure where (or how) to start exactly? Not to worry, we can assess where you're at and show you the way forward. Feel free to contact us at (817) 708-2500 or via sales@socialfactor.com.