

TASK 4 - SOCIAL MEDIA SELF-ASSESSMENT

FULL NAME:

COMPANY NAME:

COMPANY WEBSITE:

EMAIL ADDRESS:

NOTE: PLEASE FILL IN THIS FORM ELECTRONICALLY.

ONLY WORD OR PDF FORMAT WILL BE ACCEPTED.

THE COMPLETED FORM MUST BE SUBMITTED BY FRIDAY 19 MAY 2017.

(See bottom of page for submitting details)

WHAT IS SOCIAL MEDIA?

Social media is the collective of online communication channels dedicated to community-based input, interaction, content-sharing and collaboration.

Social media use web-based technologies, desktop computers and mobile technologies (e.g., smartphones and tablet computers) to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities and individuals. Social media changes the way individuals and large organizations communicate.

Most popular social media pages for florists to be active on are:

Facebook, Instagram, Twitter and Pinterest

PURPOSE OF THIS QUESTIONNAIRE

This analysis is designed to help us understand your current understanding of social media. This process may reveal a strong and active approach to social media, or it may illuminate missing areas and lack of focus. If the latter is the case, it opens the door for discussion on these points and will help you gain a vision of what steps you will need to take to improve on your social media presence.

1. You have determined your business objective for your social media marketing. Meaning, defined the opportunity you are going after (e.g. target audience, industry segment) and solutions you are addressing (e.g. improve customer service, enhance brand recognition, increase lead generation, develop partner relationships).

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

2. Do your social media channels send the same branding message?

ANSWER: _____

3. Is consistent imagery and logos used on all your pages/profiles?

ANSWER: _____

4. Do your pages/profiles have consistent names?

ANSWER: _____

5. Do your pages/profiles have similar descriptions?

ANSWER: _____

6. For each social media platform ask yourself:

a) Why are you using this account?

Facebook:

Instagram:

Twitter:

Pinterest:

Other/specify:

b) Why do you want to use it in the future?

Facebook:

Instagram:

Twitter:

Pinterest:

Other/specify:

c) What are your goals with this account?

Facebook:

Instagram:

Twitter:

Pinterest:

Other/specify:

d) Does your target audience use it (Y/N next to each)?

Facebook:

Instagram:

Twitter:

Pinterest:

Other/specify:

NOTES:

- If you don't have a good reason to keep a channel, don't hesitate to drop it, and focus on a more valuable channel.
- Decide which social media pages/profiles you want to keep
- Record whether each page/profile conveys a consistent branding message
- Record each site and URL (use a spreadsheet to track this).

7. Do you have a skilled person in place to create content, moderate communications and manage online behaviour and contacts?

A. No

B. Somewhat

C. Yes

ANSWER: _____

State who this person is (you, an employee, dedicated person):

8. Is your "About" section for each page/profile complete?

a) Have you filled out all the sections on your profile?

ANSWER Y/N: _____

b) Have you claimed your unique URL?

ANSWER Y/N:

c) Have you verified your page/profile?

(Hint: If there are lots of empty sections on your Facebook or Google page it may be that you have the wrong type of page).

ANSWER Y/N: _____

9. How often are you posting? For each account write down how often you are posting.

ANSWER (list your social media page below and indicate how often -daily, weekly, monthly for each below):

Facebook:

Instagram:

Twitter:

Pinterest:

Other/Specify:

a) Should you be posting more, or less?

ANSWER: _____

Some indications you are posting the right amount:

- **Your audience is growing**
- **Your audience is engaging with your posts (liking, sharing, re-posting, clicking, commenting).**
- **Finding the right frequency takes some trial and error; try tweaking how often you post to see how your audience responds. If you're not sure where to start, try taking a peak at your competitors.**
- **Record how often you are posting, and whether you want to try posting more, or less.**
- **For each social media page/profile record whether it is complete**

10. SOCIAL MEDIA ENGAGEMENT

Posting Goals:

There are four goal categories a post can fall into: social listening, brand awareness, networking, and sales.

Social Listening Brand Awareness:

Social listening can mean responding to pre-sales questions, providing online customer service, or responding to reputation management issues.

A social listening post involves listening to your audience, and becoming part of the conversation about your brand (both positive and negative). Through social listening you can:

- **Manage your reputation**
- **Connect with existing customers**
- **Identify customer needs (what product/service changes do your customers/prospects want?)**

How many people know about your business (followers/likes)? Brand awareness is all about increasing the number of people that know, like, and trust your business and the products/services it provides.

Through brand awareness you can:

- Increase the number of people who know and trust your brand
- Increase website traffic

Networking Social Sales

Who are you associated with on the web?

Networking is all about finding and associating yourself with influential people and brands online.

Networking is a two-way street; connect with your idols by giving mentions to those you would like to associate with.

Through networking you can:

- Increase personal visibility – earn media mentions (get interviews, get invited to speak at events, etc.)
- Make mutually beneficial partnerships with brands or people

Selling online involves generating leads (which can be your social network). This can be done through promotions, product awareness posts, etc.

Through Social Sales you can:

- Generate leads/find potential clients
- Create brand loyalty (cross sell/upsell to current clients)
- Sell more (more frequently, more product...)

QUESTIONS:

10.a) Are you responding to your audience?

Y/N: _____

10.b) Are you responding to all your direct messages?

Y/N: _____

10.c) Are you answering direct questions?

Y/N: _____

10.d) Are you responding to reviews and visitor posts?

Y/N: _____

10.e) Are you reacting to comments on posts?

Y/N: _____

10.f) Are you acknowledging mentions on social media?

Y/N: _____

11. Are you regularly creating and posting educational content that ‘resets the buying criteria’ of your prospective customers or clients, and entices your audience to get involved?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

12. Do you know which metrics you want to measure?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

13. Do you have a professionally presentable profile?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

14. Are you regularly posting personal or professional ‘tweets/posts/photos’?

ANSWERS:

Personal Y/N: _____

Professional Y/N: _____

15. TWITTER: Is your Twitter profile linked to your Facebook, and/or other social community profiles?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

16. TWITTER: Do you Reply to DM’s (Direct Messages) sent to you, or respond to those who ‘Mention’ you?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

17. TWITTER: Are most of the people following you relevant to your business’ market, industry or products / services?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

18. TWITTER: Do you regularly re-tweet (RT) posts that are beneficial to your followers?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

19. FACEBOOK: Is your personal profile updated and active (often people might also look at your personal profile)?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

20. FACEBOOK: Do you have an engaging and interactive Facebook Fan (Like) Page for your business?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

21. FACEBOOK: Are you joined to several relevant groups and fan pages, and actively contribute to discussions and posts (this helps to engage in your own industry)?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

22. FACEBOOK: Do you create and promote regular Events like workshops/activities you're doing or local events you are involved in?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

23. FACEBOOK: Are you regularly educating your networks of connections with helpful information about you, regarding your business, advice, solutions, fun facts, care tips or new videos, etc?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

24. BLOG: Does your blog have a professional "look and feel"?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

25. BLOG: Do you post interesting, fun, resourceful and educational content on a very regular basis?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

26. BLOG/WEBSITE: Are your social networks' (Twitter, Facebook, Instagram, Pinterest etc) live feeds or links available from your blog/website?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

27. BLOG/WEBSITE: Do you regularly point people to your blog articles from your social media communities through links?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

28. BLOG: Is your blog promoted on blog communities, blog directories and easily found on Google?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

29. INSTAGRAM: Do all your images flow together (look like they belong together visually)?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

30. INSTAGRAM: Do you have an accurate description of what you do in your profile at the top?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

31. INSTAGRAM: Do you have a valid or current link in your bio? (This could be a promotion you're running, or a new blog on your site which should not be out of date)

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

32. INSTAGRAM: Are you using suitable hashtags for your images?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

33. INSTAGRAM: Are your images personal, professional, or both?

ANSWER: _____

34. PINTEREST: Are your boards grouped in specific themes/projects?

- A. No
- B. Somewhat
- C. Yes

ANSWER: _____

35. PINTEREST: Are your boards named appropriately (Romantic Weddings/Wild Spring Bouquets, Autumn Weddings, Christmas Wreaths etc.)?

A. No

B. Somewhat

C. Yes

ANSWER: _____

36. PINTEREST: Do your images in your pin boards work well together visually?

A. No

B. Somewhat

C. Yes

ANSWER: _____

SUBMIT:

Please return your completed document by **FRIDAY 19 May 2017** by email to Chanel de Kock, UK Marketing Manager, Flower Council of Holland: c.de.kock@flowercouncil.co.uk

NOTE: This is only for accepted applicants to return, but further guidance to help you improve your online presence will be available to anyone who wishes to follow this programme.