

Social Media Creation Assessment

Note: Questions are not all inclusive & only meant to aid decision making. Consider each event Individually.

DISCOVER

Crisis or Special Event

A crisis or special event is occurring with information that should be communicated via social media. Determine if you use established sites or create new ones.

PRIMARY QUESTIONS

Audience

Who is audience & best way to communicate with them?

Joint Info Center Has a JIC

Has a JIC been established?

Lead Agency

Who is lead organization? Is there event committee?

SECONDARY QUESTIONS

Return Visitors

Expect visitors once or return for information?

Event Length

Is event expected to last long or short-term?

Website/Pages

Has a web site or web page been created for event?

Scope

Event effects wide-scale people, property, & environment?

EVENT LOCATION

Local Event

Would established sites with existing audience work best?

Non-Local Event

Is event county, state, regional, or national. Established sites meet need?

OPTIONS

Defer

Defer to JIC, lead agency, committee. Assist JIC with info, links, shares.

Use Current Sites

Continued use of established sites and audiences.

Create New Sites

Create new sites and find new audiences.

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affect a large group of people, property or the environment? During a crisis, these are usually people's main concerns. For example, during the Deepwater Horizon oil spill in the Gulf of Mexico in 2010, people were concerned about the effects of the oil to the