Social Media Graphics: High Level Scoping Tool

These questions can help to identify the specific aspects of the social media communications that need to be worked on.

1. Which social media platforms are relevant to your target audience?

[ ] Facebook
[ ] Instagram
[ ] Linkedin
[ ] Twitter
[ ] Youtube
[ ] WhatsApp/Telegram
[ ] None
[ ] Others:

2. How does social media and the different channels support your work? For example, scaling up your services digitally, maintaining your digital presence and outlook, selling a service, etc…

Your answer -

3. Does a brand guideline exist already for your organization or needs to be set up?

[ ] Yes, it exists

[ ] No, it needs to be set up

4. What do you need support with?

[ ] Promote a specific event on social media
[ ] Create social media content for a specific duration
[ ] Long term social media support where a design consultant handles your channels
[ ] Get help to enable your team to lead social media strategy

5. Do you have a good idea of the content you want to share on your channels?

[ ] Yes
[ ] No

6. Can we get some examples of communication pieces that have worked in the past? Something that hasn't worked? Any feedback or notes that have been collected about the communication so far?*

Your answer -

7. Which organizations in the competitive/ecosystem landscape speak to your audience? This could be in the direct or indirect competition.

Your answer -

8. Are you interested in organic growth or paid promotions as well?

[ ] Organic
[ ] Paid
[ ] Both

9. What are the timelines/deadlines?

Your answer