

SOCIAL MEDIA VALUES WORKSHEET

It's important to align your social media goals and values with your organization's goals and values. Start by thinking about your organization's mission statement. Use that to frame your overall goal for using social media.

Our example:

YOUR ORGANIZATION'S MISSION STATEMENT

To provide science-based innovative solutions in health and education designed to achieve transformative change in individuals, families and communities.

YOUR SOCIAL MEDIA MISSION STATEMENT

We will provide information to our followers that is in line with our mission statement and interact with our users in a positive, goal-oriented way.

You can write your social media mission statement in whatever way works best. We opted for a simple language version, but that doesn't mean you have to. Spend some time discussing in your team what's the most important goal of your social media accounts.

YOUR ORGANIZATION'S MISSION STATEMENT

YOUR SOCIAL MEDIA MISSION STATEMENT

You're in the final stretch. Now we want you to think about some of your organization's main values. These may or may not be stated in your organization's handbook or code of conduct.

Our example:

ORGANIZATIONAL VALUES

1. Provide science-based and accurate information
2. Deliver quality content
3. Respectful to coworkers
4. Be responsive—aim to respond within 48 hours
5. Be inclusive of experiences and viewpoints different from your own

You may have a lot to say or a little. That's okay—there's no right or wrong answer here.

ORGANIZATIONAL VALUES

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Now use those same values to help make your social media values.

Our example:

SOCIAL MEDIA VALUES

1. Provide accurate content and information
2. Post only quality content
3. Be respectful to all people in all situations
4. Be responsive—aim to respond within 24 hours, faster is better
5. Be inclusive of other viewpoints and practice cultural humility in posts
6. Be approachable to followers
7. Prioritize customer service and respond appropriately

We had a few values that were different from our organizational values. It's okay if your social media values don't match up perfectly. This is just a brainstorming exercise to help you figure out what's important to you and your team.

SOCIAL MEDIA VALUES

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