



Questions to Ask Before Getting Started

We know you're itching to get started helping us grow the Bristol brand on social. Asking yourself these questions will ensure that you approach this decision with strategy and planning.

What are my goals? How will I measure the outcomes?

Who is my audience and are they using this channel? What information would be valuable to them?

Who will develop, curate and post content to this site? What types of content will I have ability to post on a regular basis?

Who will maintain account and respond to comments/messages during non-business hours?

Who will take over the account if account administrator leaves?

Quick tips:

- Identify resources, partners, etc. to help in sharing this or future messages.
- Determine the best schedule for posting content on a regular basis. Work this into your daily/weekly departmental planning.
- There is strength in numbers. Consider multiple people to serve as content developers.
- Identify metrics that you plan to measure for success of your efforts and how you will report the data.