

**Social Media and Web 2.0: Engaging Community and Achieving Mission
NeighborWorks® Symposium**

Action Planning Worksheet

Example

Goal: Does it connect to your organizational goal and mission? Is it specific?

Leverage technology to enhance SuperCDC's community stabilization program in Elmwood neighborhood by sharing timely information among residents.

Strategy	Actions	Tools	Target Date	Metrics	Responsible Staff	Budget
<p>1) Develop and implement an online space that allows CDC to provide neighborhood updates and allows residents to share information, questions and ideas they have.</p> <p>2) Develop and implement online tools to provide visual record of properties in Elmwood.</p>	<ul style="list-style-type: none"> o Choose tool(s) o Develop initial topics (e.g. reporting foreclosure signs, reporting crime/vandalism, resources for help, avoiding scams, etc) o Launch through CDC website, neighborhood association e-mail lists, other community groups (church, school) o Review postings/respond o Track usage and feedback o Revise or expand 	<p>Blog Facebook Website</p> <p>Google Groups Email</p> <p>Google Analytics</p>	<p>8/30/09 9/15/09</p> <p>10/1/09</p> <p>Daily</p> <p>Weekly</p> <p>3/1/10</p>	<p># page visits # unique visitors</p> <p>User satisfaction vs. complaints</p>	<p>Project Lead= Melissa (Community Outreach Specialist)</p> <p>Project Lead= Jose (Rehab Specialist)</p>	<p>Staff time (est.10 hrs/week)</p> <p>Digital camera (\$200)</p>
	<ul style="list-style-type: none"> o Choose photo or video tool o Develop and implement system to collect/catalog pictures (date, location, etc) o Launch through links with various sites o Update content o Track Usage o Collect feedback o Revise/expand 	<p>YouTube Flickr Website</p>	<p>10/1/09</p>	<p>Views/Comments/ Ratings</p>		

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Sample Metrics

General

- Views
- No. of views/page
 - Time on site/page
- Visitors
- Unique
 - Overall
 - Geographic Distribution
 - Satisfaction

YouTube/Video

- Views
- Comments
 - Downloads
 - Ratings

Blogs

- Post
- Views
 - Comments (No.)
- People
- Complaints
 - Comments (No.)
 - Subscriptions

Twitter

- Followers
- Growth
 - Retweets
 - Rankings (Twinfluence, Twitter Grader)
 - Comparison to similar organizations

Podcasts

- Subscriptions
- Downloads
- Visits

Wikis

- Users
- Edits

RSS

- Subscriptions

