



Table 40.2

In Part II, you were presented with brief profiles of over 100 applications and tools and were asked to complete a scorecard for each category of tools. If you didn't complete these exercises earlier, please do so now. This too is an important part of developing a strategic plan for your business. Remember, the exercise is not designed to overwhelm you with tools and applications; rather, you'll want to reflect your gut instincts about the potential value of each tool to your organization. You can only do this if you've read the brief profiles of each tool and perhaps even visited the tool's web site.

Give serious thought to having members of your organization complete the exercises as well. For your convenience, you can download the exercises at <http://www.thesocialmediabile.com>. **You will also find a tutorial there on how to complete this exercise.** Recall that you were asked to rate the potential value of each tool following these instructions:

Using the 5-point (0 to 4) scale below, rate each tool in this chapter on the basis of how valuable it *might be* to the internal and external operations of your company. Make notes about which tools appeal to you the most.

4 = Extremely Valuable

3 = Very Valuable

2 = Somewhat Valuable

1 = Not Very Valuable

0 = No Value

As part of the analysis you will do in this chapter, please record up to three tools in each category to which you assign the highest scores in Table 40.2. Only record them if you assigned a score of 2 or higher, and be sure and note the score for each.

Once again, look for patterns, especially if you have asked other members of your organization to complete this exercise. As part of your SWOT analysis, you'll want to explore why people in your company feel that certain tools would be valuable to your social media strategy. Through their perspective, you may discover opportunities you didn't know you know you had.

Table 40.2

Category Title	Application or Tool (List Separately)	4	3	2
Social networking				
Publish				
Photo				
Audio				
Video				
Microblogging				
Livecasting				
Virtual worlds				

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Category Title	Application or Tool (List Separately)	4	3	2
Gaming				
Productivity applications				
Aggregator				
RSS				
Search				
Mobile				
Interpersonal				