AHRQ Social Media Checklist

Current as of July 12, 2012

This checklist aids in the review and approval process of social media tools to ensure the Agency for Healthcare Research and Quality (AHRQ) provides high-quality communications. Please complete a checklist for each social media tool you wish to use. Do not begin using the social media tool until you receive all the required approvals. See Section 4.

1. Social Media Tool Information

    a. Tool (circle one):

       Twitter

       Facebook

       YouTube

       Blog

    b. Campaign manager (must be an AHRQ staff member):
       _____

    c. Campaign name:
       _____

    d. Portfolio or Office/Center:
       _____

    e. URL(s) (list appropriate URLS where majority of existing content will come):
       _____

    f. AHRQ product(s) being promoted:
       _____

    g. Begin date _____   End date (if applicable) _____

    h. Intended audience:
       _____
       _____

    i. Rationale for using this tool (for example, why use Facebook vs. Twitter vs. Blog, etc):
       _____
       _____
       _____
       _____

j. Termination plan.

1.What will happen to the social media account when the project or contract ends? For example, will the social media account close at the end of the project? If no, what resources will be in place to continue the project?

_____
_____
_____
_____
_____

2.How will you notify users when the project ends?

_____
_____

k. Frequency of updates: Daily   Weekly   Biweekly   Monthly

l. Keywords (for use with Blogs and YouTube):

_____
_____

m. How will you promote this social media tool? (for example, a link on the AHRQ Web page to the tool, conference flyer, tweet, GovDelivery notice):

_____
_____
_____
_____

n. Metrics that will be collected (for example: subscribers/unsubscribers, retweets, number and tone of comments, likes, shares)

_____
_____
_____
_____

o. Frequency of metric collection (circle one):
Daily   Weekly   Biweekly   Monthly

2. Management plan

a. Who will develop new items?

_____

b. What is the clearance process for posting new content?

_____

    c. Who will respond to comments?

_____

3. Content development. (provide brief examples of the content you intend to use).

    a. Images (for example: banners, icons, photos from events)

_____

    b. Videos and Podcasts (for example: Will you use video? Who will develop it? What will the topics be?) Please note: Videos need to be captioned, and both video and podcasts need transcripts.

_____
_____
_____
_____

4. Internal Clearance (have appropriate person initial after they have reviewed the AHRQ Social Media Checklist).

☐ Received Approval from Portfolio Lead or Office/Center Director_____

☐ Received Approval from OCKT Strategic Planner _____

☐ Send checklist to socialmedia@ahrq.hhs.gov