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|-----------------|---|--|
| <p><b>P</b></p> | <p><b>People</b></p> <ul style="list-style-type: none"> <li>• Who are you trying to reach?</li> <li>• What do you know about how/if they use new media?</li> <li>• How can you find out more?</li> </ul> <p><i>Don't start a social strategy until you understand the capabilities and preferences of your audience.</i></p>  |  |
| <p><b>O</b></p> | <p><b>Objective</b></p> <ul style="list-style-type: none"> <li>• What do you want to accomplish with new media?</li> <li>• How does new media support your organization's mission or communications plan?</li> </ul> <p><i>Are you starting a program to get information from your target audiences, to educate or inform them, to exchange ideas, or to collaborate on projects? Decide on your objective before you decide on a technology. Consider how you'll measure success.</i></p>  |  |
| <p><b>S</b></p> | <p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>• How does new media support your online strategy?</li> <li>• How will you get your organization to embrace your new media strategy?</li> <li>• Is there an "offline" component that you need to support/connect?</li> </ul> <p><i>Strategy here means figuring out what will be different after you're done. Do you want a closer, two-way relationship with your best trainers or trainees? Do you want to get people talking about your program? Do you want a permanent focus group for testing new ideas and generating new ones? Imagine the endpoint and you'll know where to begin.</i></p> |  |
| <p><b>T</b></p> | <p><b>Technology</b></p> <ul style="list-style-type: none"> <li>• Technology: What tools best support your objectives and match your intended audience?</li> <li>• What do you have the capacity to implement?</li> </ul> <p><i>A community. A wiki. A blog or several blogs. Once you know your people, objectives, and strategy, then you can decide with confidence.</i></p>   |  |

Bernoff J. The POST method: a systematic approach to social strategy. In: Groundswell: How People with Social Technologies Are Changing Everything. December 11, 2007. <http://blogs.forrester.com/groundswell/2007/12/the-post-method.html>. Accessed September 1, 2009.