

DILEMMA CARD

Staffing

You lose a key staffer who was doing your social media.

Who will assume tactical implementation?

What additional training is required?

Do you have the account logins?

Lose 3 Points!

DILEMMA CARD

Experiment

You tried something bold & big; it failed. Now what?

What can you learn from the experiment?

Is it better to try and fail or not try at all?

How will you inspire your staff?

Lose 3 Points!

OPPORTUNITY CARD

Metrics

Congratulations! You have determined the most useful things to measure in your social media efforts.

You are implementing them with confidence and are committed to continue tracking this data.

Earn 3 Points!

DILEMMA CARD

Time

You missed your first goals by not budgeting time.

How much time is it actually taking?

What can you drop to make time for social media outreach?

Who can you bring in to help?

Lose 3 Points!

OPPORTUNITY CARD

Funding

Congratulations! You just received a grant or large donation.

How will you spend the money?

Will social media outreach have a line in the budget?

Earn 3 Points!

OPPORTUNITY CARD

Staffing

Congratulations! You have a new staff member (paid or volunteer) who has social media experience.

How will you support/direct this person?

How can they help you be more confident about SM?

Earn 3 Points!

DILEMMA CARD

Resistance

Your board or staff are skeptical.

How will you convince them?

How much is their push back draining your energy and creativity?

Lose 3 Points!

WILD CARD

Anything Goes!

Create your own ideas and opportunities! Choose another opportunity card.

What would you do if you had no restrictions?

Earn 2 Points!

OPPORTUNITY CARD

Leadership

Congratulations! You're so good at social media that others are asking you for help.

Take time to note your success factors.

What resources can you share without getting bogged down?

Earn 3 Points!