

# Matrix for Staffing a Social Media Initiative

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# Staffing Matrix for a Social Media Initiative

## Organizational Change Skills

		Influences senior leadership	Deep industry experience	Creates new metrics and communicate their importance	Empathizes with customers	Rapidly iterates technology projects	Leverages experience in a corporate change initiative
Social Media Skills	Understands the details of good content						
	Analyzes qualitative data to determine audience needs						
	Surfaces diverse information from online resources						
	Exhibits patience with community detractors						
	Turns virtual connections into real-world connections						
	Creates buzz through pithy writing						



# Social Media Skills

## **Understands the details of good content**

- High – Has a high traffic website
- OK – Writes content 2-3 times per week

## **Analyzes qualitative data to determine audience needs**

- High – Developed insights from qualitative consumer data
- OK – Collected and understands limits of qualitative data

## **Surfaces diverse information from online resources**

- High –Gathers information from diverse RSS feeds
- OK – Familiar with getting information beyond “Google

## **Exhibits patience with community detractors**

- High – Manages an online community with 100+ members
- OK – Has added to discussions of controversial topics in an online forum

## **Turns virtual connections into real-world connections**

- High – Participates in real-world “meet-ups” of online communities
- OK – Has developed REAL relationships with people met online

## **Creates buzz through pithy writing**

- High – Has a high number of followers on a site like Twitter
- OK – Can write headlines that catch your attention



# Organizational Change Skills

## **Influences senior leadership**

- High – Has relationships that can be used to influence change outside a presentation setting
- OK – Presented compelling arguments to senior management

## **Deep industry experience**

- High – Has 10+ years in industry and deep relationships with suppliers and partners
- OK – Has 5+ years in industry and contacts with suppliers and partners

## **Creates new metrics and communicates their importance**

- High – Developed metrics beyond revenue/profit for a new business initiative
- OK – Has used new metrics to inform business decisions

## **Empathizes with customers**

- High – Conducted customer ethnography to develop actionable insights
- OK – Customer facing experience in a sales, service, or marketing function

## **Rapidly iterates technology projects**

- High – Led a major technology initiative requiring quick implementation to requirements changes
- OK – Participated on a technology team to define enhancements and changes

## **Leverages experience in a corporate change initiative**

- High – Has led a major corporate change initiative like Six Sigma or Innovation
- OK – Has participated on a corporate change initiative team as a Subject Matter Expert

