



Group Follow-up Discussion Questions

Use the questions below to stimulate conversation regarding the practices discussed during the Alliance for Innovation Strategy and Implementation of Social Media webinar. Use the blog site to share the thoughts of your group.

1. Who needs to be involved in development of a policy?
2. What kind of buy-in is necessary within the organization for social media?
3. If you are still in the planning, who are the key stakeholders to address?
4. Have you had the risk conversation? How do you plan on thinking through the risks? Are you too risk averse to embrace the opportunity social media presents to your organization?
5. Are your employees aware of the concerns necessary in their use of social media?
6. Have you thought through a term of use policy? Dealing with commenting?
7. What are your elected officials using social media for? Do they understand the records retention issues?
8. How do you create a defensible records retention position?