

# Worksheet for Creating a Social Network

Appendix

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As you work through this book, it is helpful to keep your goals, priorities, and budget in mind. I suggest you use this worksheet to make note of your decisions and any special considerations related to your network. A free downloadable PDF version can be printed from [www.angelacrocker.com](http://www.angelacrocker.com).

**Network Name** \_\_\_\_\_

**Network Location** \_\_\_\_\_

**Types of Connections** (Chapter 2): Note the audience, or audiences, you are trying to reach.

- Business to business
- Business to consumer
- Peer to peer
- Community

**Social Network Objectives** (Chapter 2): Select a primary, a secondary, and, maybe, tertiary objectives for your community.

- Influencing \_\_\_\_\_
- Organizing \_\_\_\_\_
- Education \_\_\_\_\_
- Rallying \_\_\_\_\_
- Evangelizing \_\_\_\_\_
- Fundraising \_\_\_\_\_
- Sales \_\_\_\_\_

- Convenience \_\_\_\_\_
- Eliminating geographical borders \_\_\_\_\_
- Just for fun \_\_\_\_\_

**Features** (Chapter 4): Note those features your network needs and those you desire, as well as the features you do not require.

Features	Need	Wish For	Don't Need
Activity			
Members			
Photos and videos			
Tagging			
Forums			
Events			
Groups			
Polling			
Ratings			
Blog			
Chat			
Music			
Description			
Notes			
Text box			
RSS			
Badges			
Birthdays			

**Free Trials:**

- Is there a free trial available? \_\_\_\_\_
- How long does the free trial last? \_\_\_\_\_
- Note your free trial expiration date. \_\_\_\_\_

**Social Network Service Pricing** (Chapter 5): What are you willing to pay for your social network service each year?

- \$0
- Less than \$100
- Less than \$500
- \$500 or more

**Back Office Costs** (Chapter 5): As you explore the back office costs, note those costs that will affect your budget.

- Hosting \_\_\_\_\_
- Fault tolerance \_\_\_\_\_
- Volume of storage \_\_\_\_\_
- More bandwidth \_\_\_\_\_
- Enhanced functionality \_\_\_\_\_
- Backups and restoration \_\_\_\_\_

**Other Costs:** What other expenses will your network incur?

- Mobility \_\_\_\_\_
- Other \_\_\_\_\_

**Content Ratio** (Chapter 10):

- Referenced content \_\_\_\_\_ %
- Original content \_\_\_\_\_ %

**Gathering Content** (Chapter 10): Note the places where you will find content of interest to your community. Be specific.

Reports and research \_\_\_\_\_  
\_\_\_\_\_

Opinions \_\_\_\_\_  
\_\_\_\_\_

Dialogue \_\_\_\_\_  
\_\_\_\_\_

Links \_\_\_\_\_  
\_\_\_\_\_

Google Alerts \_\_\_\_\_  
\_\_\_\_\_

Bookmarking accounts \_\_\_\_\_  
\_\_\_\_\_

Photo ideas \_\_\_\_\_  
\_\_\_\_\_

Photo sharing account \_\_\_\_\_  
\_\_\_\_\_

Video ideas \_\_\_\_\_  
\_\_\_\_\_

Video sharing account \_\_\_\_\_  
\_\_\_\_\_

**Social Network Services** (Chapter 6): Which social network service did you select?

- Ning
- Wall.fm
- SocialGO
- BuddyPress
- KickApps
- ONEsite
- Other \_\_\_\_\_

**Social Media Outposts** (Chapter 13): What social media outposts will you activate?

- Facebook
- Twitter
- Foursquare
- LinkedIn
- Special interest communities \_\_\_\_\_  
\_\_\_\_\_
- Others \_\_\_\_\_  
\_\_\_\_\_

