

SM Platform Evaluation Worksheet
(Table 7.3)

Channel	Coordinate Alignment		Audiences' Use of Platform		Potential to Master Platform		Resource Availability			A or P or I*
	Business	Comm.	Primary	Secondary	Desire	Ability	Equip.	Personnel	Budget	
Facebook										
Twitter										
Pinterest										
Snapchat										

* A = Actively managed, P = passively managed, I = ignored

