

**Extracted from *Social Media for Project Managers*  
by Elizabeth Harrin**

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**Appendix A: Sample task list for social media tool deployment**

- Write business case and get it approved
- Choose tool
- Write project charter
- Customise tool e.g. add your logo, add RSS feeds, create users
- Develop training
- Pilot training
- Produce communications plan
- Define success criteria
- Produce change management plan
- Write policies
- Get policies approved by information governance and HR teams
- Circulate policies and have them signed by users
- Pilot tool
- Measure success of pilot and revise plans appropriately
- Deploy tool more widely
- Train users
- Measure benefits

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