# Social Strategy Alignment

## Technology

Do you have the right levers and do your people know how to pull them?

## With What's Being Said

How big is the gap between what you're saying about your org and what others are saying about your org?

How will you demonstrate that you've listened?

## With Goals

Do you have the resources to realistically exceed your goals?

Have you implemented the technology to measure your results?

## With People

How passionate are your people about the mission?

Does your work environment encourage creativity, ownership and autonomy?

Do they hate their job?

## With Mission

How is your mission communicated through your strategy?

How are your mission's qualities communicated?

## With Peers

Is your org a strategy leader among peers?

What's so remarkable about ***your*** org?

## With Other Efforts

Is the left hand talking with the right?

What else is going on in marketing?

Does the receptionist know the plan?

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