



## Jeff's Top Ten Social Strategy Questions for Association Leaders

10. **What is the point of this exercise?**—Be clear on what you think you are trying to accomplish with social technologies, but remain open to alternative discoveries and outcomes as you learn.  
**KEY IDEA: View social tools and platforms through the lens of strategic intent.**
9. **How much business risk are we willing to accept?**—Have an explicit internal conversation about the business risks of social technologies and build a shared understanding of how much risk is acceptable.  
**KEY IDEA: Not all risks are created equal.**
8. **How will we adapt our culture?**—Recognize from the beginning that the effective application of social technologies will involve real culture change in your association.  
**KEY IDEA: Open creates more opportunities than closed.**
7. **What capacity do we need?**—Determine what mindsets, skill sets and resources you will need to fully and effectively implement your application of social technologies.  
**KEY IDEA: Network coordination trumps hierarchical management.**
6. **What is our business model?**—Connect your strategic intent for the use of social technologies to what drives your association's capacity for creating and capturing value.  
**KEY IDEA: Indirect strategic metrics matter more than direct tactical metrics.**
5. **How can we make it simple?**—Eliminate unintended and unnecessary complexity from your application of social technologies for all stakeholders.  
**KEY IDEA: Simplicity nurtures meaning.**
4. **How can we build new organizational capabilities?**—Leverage social technologies in a disciplined way to extend and amplify other areas of organizational competence in order to create new capabilities.  
**KEY IDEA: Strategic capabilities drive strategic success.**
3. **How can we solve stakeholder problems?**—Apply organizational capabilities built on social technologies to fill gaps in value creation, as well as to create distinctive new value.  
**KEY IDEA: Meaning is the business case.**
2. **How can we build our organizational capacity for being social?**—Engage your network of social technology stakeholders to extend the reach of your association's social efforts.  
**KEY IDEA: Community depends on contribution.**
1. **How can we make everything we do more social?**—Imbue every aspect of your association's work with an authentic and enduring social dimension.  
**KEY IDEA: Social is a way of being.**

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