

# SELF-ASSESSMENT: DOES MY BUSINESS NEED A SOCIAL MEDIA MANAGEMENT TOOL?

- I manage more than 5 social profiles.
- I manage profiles on more than 1 social network (ex. Facebook and Instagram).
- I have only a couple of profiles but I'm very active and like to schedule my activity.
- I am a team of at least two people working on these social profiles.
- I post at least once a day to these social profiles.
- I like to publish posts at different hours of the day.
- I try to respond to comments on my social profiles within 12 hours.
- I track the use of at least two hashtags on Twitter and/or Instagram.
- I run ads on Facebook and/or Instagram.
- I check the analytics on my social profiles at least once a month.
- I want one centralized dashboard to track all my profiles' analytics.
- I can budget at least \$10 a month toward a tool.