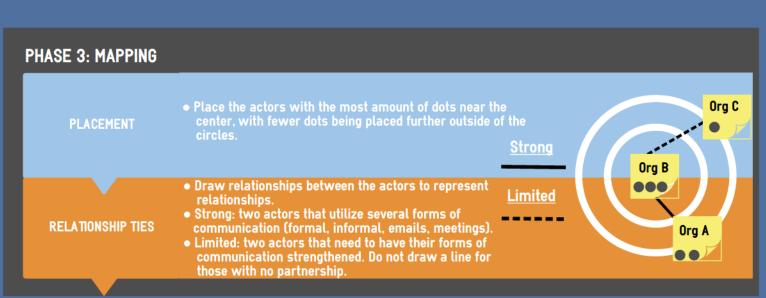# SOCIAL NETWORK TOOLKIT

PHASE 1: GENERATING

ISSUE
- What is the specific issue you are working with/identifying?

SCOPE
- What is the scope of the issue? Is the issue at the neighborhood, city, region, or state level?

ACTORS
- Based on the scope of the issue, who are the actors involved?

ACTION
- At the top of butcher paper write out the issue.
- At the bottom of the butcher paper write out the scope.
- Write all the names of the individual actors on sticky notes.

Org A   Org B

PHASE 2: ASSESSING

ACTOR CAPACITY
- Actors who have organizational capacity to engage with the issue.

QUESTIONS TO ASK
- Does the organization have the staff and resources to engage with the issue?
- Does the organization and staff have the expertise and knowledge to engage with the issue?

Org A   Org B

ACTION
- Sort the actors into three columns (Strong, Moderate, Limited) based on their capacity.
- Draw the corresponding dots on the sticky note.

Strong   Moderate   Limited

PHASE 3: MAPPING

PLACEMENT
- Place the actors with the most amount of dots near the center, with fewer dots being placed further outside of the circles.

Strong

Limited

Org C

Org B

Org A

RELATIONSHIP TIES
- Draw relationships between the actors to represent relationships.
- Strong: two actors that utilize several forms of communication (formal, informal, emails, meetings).
- Limited: two actors that need to have their forms of communication strengthened. Do not draw a line for those with no partnership.

PHASE 4: ANALYZING & PLANNING

WHY
- Analyzing one's network provides a valuable lens to assess and intervene.
- Research has shown that analyzing the network can increase the capacity to:
  - Take into account diverse points of view
  - Increase collaboration within groups
  - Coordinate services more efficiently
  - Ensure integration of resources

QUESTIONS TO ASK
- To what extent have we brought the right people to the table for this issue? How are actors working together?
- Do we need to strengthen relationships? Do these relationships need to be formalized or sustained over time?
- What resources are available/flowing in the network? (Money, expertise, capacity, clients)
- What knowledge do we need to understand the issue and scope?
- What barriers are we encountering in the network? How can we address these barriers?