

Social Media Checklist

1. Research

- Research your industry's Social Media habits
- Determine Your Audience – Brainstorm and determine your Buyers' Personas
- Segment Your Audience Across Specific Platforms
 - Break Buyers' Personas down demographically to determine which outlets they use
- Use Buyers' Personas to create SMART Goals specific to Social Media
 - Specific | Measurable | Attainable | Realistic | Timely

2. Plan

- Create a Social Media Style Guide for consistent company branding across platforms
- "Optimize" each Social Media profile
 - Add company name and ways to contact –email + telephone number
 - Include short, platform appropriate company description
- Create Platform Specific Design -- Profile Pictures and Background Pictures
 - Facebook | Twitter | LinkedIn | Google+ | Instagram | Pinterest | YouTube
- Update Profile Pictures and Backgrounds relevant to time of year, holidays, offers and campaigns

3. Plan When To Post

- Create Content Calendar – Weekly | Monthly
 - Coordinate campaigns across platforms – Utilize Scheduled Posting where appropriate
 - Consistent posting across all platforms
- Post at peak time(s) of day for each Social Media platform
- Post an appropriate amount of time(s) each day/week for each platform



4. Post

- Always post or share your blogs on all social media
- Post or share blogs of industry thought leaders
 - Include a social message or personal thought **Never post just a link*
- Include Image or video
- Include shortened links that are properly optimized
- Use correct platform tone, i.e. Facebook: personal; LinkedIn: professional
- Check for grammatical errors
- Consistently share more indirect marketing content than direct marketing content
 - For every share of form requiring content, share four educational pieces or posts
- Interact with re-posters, followers, likes and comments
- Update content around time of year, holidays, offers and campaigns

5. Engage

- Respond to comments, tweets, posts and shares
- Enter into social conversations on industry topics where appropriate
- Like, favorite, +1, share and re-tweet blogs and quotes from industry thought leaders
 - Include a social message or personal thought every time (Again: never post just a link)
- Reach out to industry thought leaders
 - Post blogs and share content of industry thought leaders

6. Measure

- Assess performance of in-house blog posts on social media (shares, re-tweets, likes, etc)
- Track Social Media Performance and Involvement across original SMART goals
 - Use a Social Media Tracking tool like HubSpot, HootSuite, or Sprout Social
- Change one aspect of your posts at a time to measure weekly/monthly difference