



## SOCIAL MEDIA CHECKLIST

### Evaluating the Options: Know Your Business

1. Establish your reasons for using social media.

- ✓ Awareness
- ✓ Communication
- ✓ Networking
- ✓ Sales
- ✓ Customer Service
- ✓ Recruiting

2. Find out which social media platforms your customers/prospects/industry are using.

- ✓ B-to-B vs B-to-C
- ✓ Survey
- ✓ Competitor Research

3. Do you have internal resources or budget to outsource management?

4. Research the options.

- ✓ Facebook - 955 million users
- ✓ Twitter - 555 million users
- ✓ Google+ - 170 million users
- ✓ Linked In - 150 million users
- ✓ Pinterest - 14.9 million users
- ✓ YouTube - 800 unique users each month
- ✓ Blog

5. Answer these questions:

- ✓ Can your business show off its work?
- ✓ Can you give prospects information they find useful?
- ✓ Can you extend your expertise to a broader audience?
- ✓ Can your business disseminate fun and interesting information?

## Getting Started: Don't Wing It

1. Assign person or team to manage social media program.

- ✓ Establish log-in protocol (email address and password)

2. Establish schedule for posts.

- ✓ Daily and weekly

3. Create monthly calendar of content ideas.

- ✓ News announcements
- ✓ Industry news and trends
- ✓ Work samples
- ✓ Customer testimonials
- ✓ Special offers
- ✓ Upcoming events
- ✓ Staff introductions
- ✓ Surveys
- ✓ Contests
- ✓ Links, Videos, Photos

4. Gather all information needed to create pages and profiles.

- ✓ Company information
- ✓ Description of products/services
- ✓ Logo
- ✓ Photos
- ✓ Videos
- ✓ Events

5. Monitor platforms daily for questions, comments or complaints about your business.

## Achieving Results: Keep Them Coming Back for More

1. Inform employees, vendors, customers, etc. that you are using social media.

2. Promote social media in offline marketing activities.

- ✓ In-store
- ✓ Email auto signature
- ✓ Website
- ✓ Business card
- ✓ Advertisements

- ✓ Brochure
- ✓ Newsletter
- ✓ Trade shows/special events

3. Engage with other members.

- ✓ Like/Follow pages for clients, vendors, industry associations
- ✓ Comment on posts and photos
- ✓ Share/Retweet/Repin content and photos from other sources
- ✓ Ask questions using the survey tool
- ✓ Post special offers for social media only
- ✓ Host a contest
- ✓ Use sponsored posts/ads

4. Cross-promote.

- ✓ Link back to your business website
- ✓ Place a Facebook or Twitter feed on website
- ✓ Add email signup to Facebook
- ✓ Post blog, photos and videos on multiple platforms

5. Establish measurement objectives.

- ✓ Followers/fans/connections
- ✓ Sales
- ✓ Inquiries
- ✓ Website visits
- ✓ SEO ranking
- ✓ Branding