

GET ORGANISED - GET SOCIAL!

SOCIAL MEDIA CHECK LIST

Don't forget the basics

FACEBOOK

- Respond to comments
- Reply to messages
- 1- 2 posts ready for today
- Write / draft posts for the week
- Comment on another page's post
- Comment on another group's post
- Share a thought or start a discussion

TWITTER

- Respond to comments/mentions
- Reply to direct messages
- 3-5 tweets ready and scheduled for today
- Curate Content
- Write / draft posts for the week
- Retweet 1-3 posts
- Comment on 2-3 posts
- Follow 2-4 new people, influential if possible

PINTEREST

- Check latest stats / which pins are popular
- Follow new people (2 x per week)
- 2+ posts ready / scheduled for today
- Optimise all pin descriptions
- Repin 2-3 popular pins including someone else's pins
- Split content across different boards to segregate content
- Ensure links to website / landing page on boards, bio & pins

INSTAGRAM

- 1-3 posts ready / scheduled for today
- Include call to action in all posts & bio
- Use search field to find relative accounts
- Comment / like on other posts
- Use search function to find keywords / relative profiles. Follow / like / share posts
- Use keywords as hashtags on all posts. Create unique hashtag.
- Ensure links to website / landing page on bio

LINKEDIN

- Post company updates 2-5 x per week
- Share company updates on personal profile
- Post personal update once a day
- Use search to find relative industry profiles. Follow 2+ people per day
- (Join LinkedIn groups.) Comment on a group post / post a question.
- Comment on another post / ask a question
- Provide endorsements for another person's skills

LINKEDIN

INSTAGRAM

PINTEREST

TWITTER

FACEBOOK

- Check your stats
- Reply to any outstanding DM's / mentions
- See which posts are performing well
- Use Facebook ads for well-performing posts?
- Check weekly goals & strategy - are you on target?
- Attend Facebook lives
- Give value into groups
- Plan content for next week
- Check social media ads
- Reach out to people who have engaged
- Engage with influencers
- Hold a strategy session
- Listen to an inspiring or motivational podcast

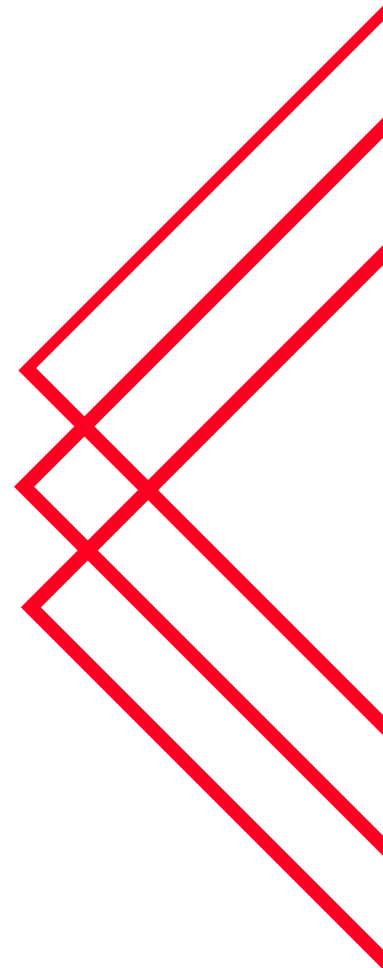
Weekly Notes



- Plan to-do list for next month
- Create a posting schedule for next month
- Perform a social media audit
- Identify competitors best performing posts
- Track ad campaign results
- Goal-setting - are you on target, create new goals
- Come up with new initiative / experiment
- Find a new podcast to add to listening list

LINKEDIN	INSTAGRAM	PINTEREST	TWITTER	FACEBOOK
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Monthly Notes



Blog content

Influencers / People
I want to connect with

NOTES

	No. Followers	No. Following	No. Posts	Monthly Reach
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TWITTER	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
PINTEREST	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
INSTAGRAM	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
LINKEDIN	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Extra Notes