



Social Media Success Checklist

1. Fill out your complete profiles with lots of links, keywords, and useful info
2. Add website widgets, icons, Tweet This button, and HelloBar to your site
3. Add your social links in your email signature
4. Establish a daily content publishing routine
5. Fill your Facebook page with relevant, interesting content – using a consistent voice/tone/imagery
6. Post plenty of links to your blog and website content with custom images for increased reach
7. Research and use 2-3 relevant hashtags - esp for Twitter & Instagram
8. Research using FB custom audiences to find pages with affinity
9. Use FB as your page, like and comment on affinity pages
10. Email your database with FB/Twitter/IG link - "Are you on Facebook?"
11. Reach out to key influencers, ask them to read, comment, like, and share
12. Ask your community for ideas, suggestions, improvements, topics
13. Respond to everything by tagging commenters, like everything, ask questions in comments, thank them when appropriate
14. Create unique graphics for blog posts and events
15. Key times for posts: 7am, 9am, 11am, 3pm, 8pm, 11pm
16. 411 Plan: 4 entertaining posts, 1 soft promotion, 1 hard promo w/link to webpage
17. Post often: Twitter 5-10, FB 3, LI 1, Pinterest 2, Instagram 2 - per day
18. Block common SPAM countries if applicable

For help with all of the above: www.SociallyGrown.com



The Social Circuit Explained
www.SociallyGrown.com