



SOCIAL MEDIA CHECKLIST

1

GET STRATEGIC

Clearly define your unique business topic (focus) and profile your ideal customers (aim) first.

2

ESTABLISH SOCIAL PROFILES

Top 3: Facebook business page, LinkedIn company page, LinkedIn groups (B2B)

3

LINK YOUR SOCIAL PROFILES

Link content on your website to your social profiles. Link back to your website, too.

4

GET IN ON THE CONVERSATION

Join discussions, offer opinions, answer questions, pose alternatives, suggest resources, offer thanks.

5

AMPLIFY YOUR BLOG

Publish an article on your website. Post the URL on all your social networks. Add intro comments.

6

CURATE CONTENT

Share other content in your niche: a blog article, report, web page, tweet, infographic, or news item.

7

CREATE A CALENDAR

Build a posting calendar. Stick to the schedule. Try Post Planner to automate!

8

USE PROPER ETIQUETTE

Thank others. Mention authors. Stay civil and helpful. Avoid touchy subjects. Keep it business-like.

9

ENABLE CONTENT SHARING

Place social sharing buttons within easy reach of all your articles. Try Monarch buttons!



MORE INFORMATION - FULL ARTICLE

"9-step social media checklist for startups: How to talk with your tribe"