

Getting Started with Social Media Checklist

Step 1: Determine your goals

- ☐ Want to build brand awareness?
- ☐ Want to generate more sales?
- ☐ Want to provide better customer service?
- ☐ Want to boost customer loyalty?

Step 2: Know your audience

- ☐ Where do they hang out online?
- ☐ What kind of content engages them?
- ☐ What kind of information do they want/need from you?

Step 3: Evaluate your resources

- ☐ Who is going to create your content?
- ☐ Who is going to manage your social media accounts?
- ☐ Who is going to respond to questions and comments?
- ☐ Do you have the technical skills to design or to install and use various apps?
- ☐ If you're a one-man team, are you willing to learn everything?

Step 4: Choose your social networks

- ☐ Have you picked the right social networks?
- ☐ Can these help you achieve your business goals?
- ☐ Have you learnt the network's features?

Step 5: Fill out your profiles

- ☐ Have you filled out your profile completely?
- ☐ Is your description engaging?
- ☐ Is it clear what is your business about?
- ☐ Is your contact information clear and visible?
- ☐ Is your visual branding consistent across channels?

Step 6: Create amazing content

- ☐ Have you decided on what type of content to post?
- ☐ Have you found sources to share content?
- ☐ Are you following influencers within your industry?
- ☐ Have you decided when and how often is best to post content?
- ☐ Are you engaging with your audience on a daily basis?

Step 7: Create an editorial calendar

- ☐ Have you created a calendar with what to post, when and where?
- ☐ Are you scheduling updates in advance to save time?

Step 8: Evaluate and adjust your strategy

- ☐ Are you using analytics to find out what's working and what's not?
- ☐ Have you discovered what timing and frequency work best for you?
- ☐ Have you adjusted your strategy according to analytics insights?

