



SOCIAL MEDIA CHECKLIST

Help your business thrive with this social media checklist!

Checklist



Plan social media campaigns and schedule posts	
Determine the primary and secondary goals and objectives of your social pages and activity	
Define a voice and tone to use across your social networks that's consistent with your brand and connects with your audience	
Encourage customers to engage with you directly – in return, share their content and relevant photos	
Stay in the know with updates to social networks and strategies by following industry experts and utilize new tools, updates and features offered by your active social networks.	
Track your results and review them on a monthly basis – highlight successes and plans for improvement	
Create a monthly content calendar and strategy for posting – acknowledging internal promotions, holidays, events, etc.	
Design unique, engaging content to get fans and potential customers talking and interested in your brand	
Share specials and news and create enticing calls-to-action and backlinks to associated blogs and sites	
Optimize ad campaigns monthly and weekly to control spending and increase engagement and reach for exposure, branding, promotion and page growth	

[Click here](#) to schedule a consultation with us to make your social media visions become visuals!