

Social Media Checklist

When I first starting using social media, I wanted someone to give me a checklist, something tangible I could power through from beginning to end. I like processes and when I have a plan I find I make daily progress. If you're like me, I'm sure you'll appreciate the following checklist, which takes you step-by-step through the topics covered in my [social media mega-guide](#).

Tick these all off and you're on your way to social media domination!

Create a Brand

A consistent and strong branding is important to ensure that all your social accounts appear linked. This way, every interaction will strengthen your brand and increase your visibility.

A brand consists of:

- A well designed logo
- A catchy name
- A tag line
- Some cover images
- A web design that incorporates the logo's design language
- A consistent tone and subject matter

Now link your blog to each of your social accounts and each of your social accounts to each other.

Be Everywhere

Be on as many social networks as possible to create more inroads to your business.

This means specifically that you should set up accounts with:

- Facebook - Giving you access to the biggest audience and great advertising tools. Set up a Page for your business and share content.
- Twitter - Great ROI as it requires minimal time investment.
- Google+ - Useful for improving SEO and affecting personalized search results. Powerful communities tool.
- LinkedIn - Great for networking with other businesses. Lets you see major influencers. Create a company page and showcase pages for your products.
- Instagram - The second biggest social network, great for showing off the visual aspect of your products and value proposition.
- Pinterest - For creating boards.

You can also benefit from some accounts and platforms that are similar to social networks:

- YouTube - Use video marketing to persuade your audience and engage them. Also has a strong social element of its own, linked with Google+.

- Vine - Short videos that link with Twitter.

- Periscope/Meerkat - Live streaming apps that are quickly becoming very popular. Great for events.

- SnapChat - Shares photos that are viewed for a couple of seconds. Great for creating a sense of personal connection.

- Reddit - A powerful social bookmarking/content curation site.

- Forums - Places on the web where users discuss specific topics.

Posting

Most social networks let you post:

- Images
- Status updates
- Links
- Videos

Some also have the option to advertise.

Through all these means, you need to provide value. You do this by:

1. Providing informative and unique articles and blog posts.
2. Updating with statuses that are entertaining or that provide useful tips.
3. Giving people an insight into who you are as an individual (personal brand) or company (corporate brand)
4. Offering special deals and promotions
5. Curating other content from around the web
6. Promoting the lifestyle that your products/services aim to facilitate

Ultimately, your account needs to inspire, entertain and/or be useful. It should essentially be a product in its own right.

Grow Your Following

These strategies can help you grow your social media following:

- Using social sharing buttons on your website and content

- Using influencer marketing to get shout-outs from the leading figures in your niche
- Running promotions to get a certain number of likes etc.

- Post about trending topics using the right hashtags

- Use real world interactions to build social media contacts. Go to networking events.

Tools for Social Media Management

Running all these different social media accounts can take a long time. The following tools are ideal for saving you time and for helping you get better results with less work:

- IFTTT - For setting up complex interactions between multiple social media accounts

- Buffer - For scheduling posts to be uploaded at specific intervals

- Hootsuite - For viewing and managing multiple social media accounts at once

- Rapportive - For seeing the LinkedIn details of anyone who e-mails you on Gmail

- FollowerWonk - For getting more information about your followers to identify the most valuable people in your contacts

- BuzzSumo - For finding great content to share to your own social media accounts

- Shareaholic - For adding social sharing buttons to your blog

Set these up to save yourself time but don't rely on them - make sure you are still adding high quality custom-written content of your own.