



Social Media Checklist for Growing your Following and Communities

- ❑ Focus on building **deep** and **meaningful** relationships before you try to **widen** your audience.
- ❑ Create content that has **specific value** for your audiences (i.e. if they will be affected by bad weather then your channels can provide value by sharing weather alerts).



- ❑ Consistently set aside time to **actively follow people** that you want to follow you back on Twitter and Instagram.
- ❑ Invite people who like your Facebook content to **like your page**.
- ❑ Take part in relevant **Twitter chats**.
- ❑ Monitor **trending topics** for engagement opportunities like the #10YearChallenge.
- ❑ Remind people that you have social media accounts they **can follow you on and why they should!**