

# Social Media Checklist

A recommended outline of social media activities, per platform (channel) for small & medium-sized businesses.

## Social Listening

- Monitor and respond to mentions of your business.
- Respond timely, directly to both mentions and direct (private) messages.
- Engage in conversation with Page posters.
- Monitor keywords and competitors with “can’t” or “won’t”.
- Monitor brand name w/positive/negative feedback.
- Identify & engage your brand’s influencers/advocates.
- Monitor other channels for opportunities, conversations and/or complaints.

## Brand Channels

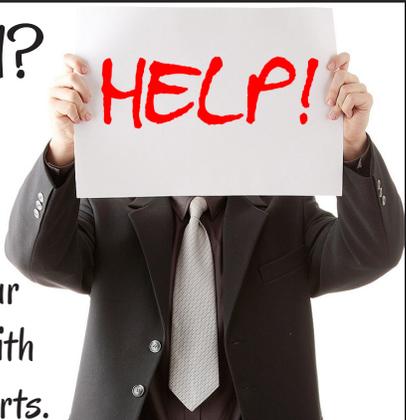
- Identify channel(s) for marketing this year. Make sure it makes sense to your business plan and marketing strategy.
- Create consistent, unique marketing covers for each channel as appropriate.
- Size avatars appropriately for each channel.
- Create holiday-themed covers as appropriate.
- Determine posting and engagement strategy if business has more than one location.
- Control business’ appearance and information on each channel, especially if channel is not being used yet.

## Post Scheduling

- Identify online ad opportunities in Facebook, Twitter and Google AdWords, based on company marketing plan. Keep in mind Facebook has a 20% text rule on all ads, boosted posts, and Page covers.

- Identify best days and times for scheduled social media posts.
- Identify what level of frequency each social media channel requires.
- Identify hashtags for each post based on viability, appropriateness to topic & audience, and match to best day and time of day. (<http://www.hashtags.org>)
- Identify credible, non-competitive sources for sharing industry-related information.
- Set up social media posts schedule on company editorial calendar. Pair up blog article, video, podcast or webinar with appropriate offer and thank-you page. Include date(s), channel(s) of distribution, and who scheduled posts. Add column labeled “Results”.
- Measure posts for engagement (comments) and shares. Boost post(s) or repost outside Page network as appropriate.
- Review each social media channel’s analytics weekly for effectiveness.

**Confused?**  
We get it.



Schedule your one-on-one with one of our experts.

**Call 602-423-2106 or email [social@visiblymedia.com](mailto:social@visiblymedia.com).**