

twitter

- 3 new Tweets per day- business related, fun/social or promotional
- Add #hashtags so your posts appear on trending topics
- At least 2 retweets/favorites per day and follow 10 people per day
- Keep tweets short so people can comment on retweets
- Add comments with retweets and/or copy tweet & add the @source
- Identify the top 5-10 influencers you'd like to get the attention of
- Monitor posts and reply thoughtfully, thank for @follows and RTs



- Find and like at least 5 relevant pages (acting as your business page)
- Comment on 2 pages a day as your business
- Do 2 posts a day – business related, fun/social, events, promotional
- Include calls to action such as like, share, comment to encourage engagement
- Use #hashtags so your posts appear on trending topics pages
- Consider boosting your posts once a week. (Do not use the “promote page” button however)
- Monitor posts and reply thoughtfully



- Comment at least 3x per week on channels you subscribe to
- Write good titles with keywords and make sure you add tags, category and a relevant description as well. Great for SEO
- Make sure to share your video on all social channels, your blog and eNewsletter
- Post any TV commercials you produce and appearances on TV
- Make sure to set up playlists
- Connect your Facebook and Twitter accounts to your YT account

Pinterest

- Create a new Pin board relevant to your business every week and tweet about it
- Allocate 15-20 minutes per day to add to your existing boards
- Encourage followers to pin to your boards
- Comment and pin from other boards
- Follow 3-5 new Pinner's each week
- Always use keywords, hashtags on your pins so they get found and so you can find them, too