



# Take a peek

...at your social media checklist...



## Twitter...

<b>Must do</b>	Check all @ replies and respond accordingly (engage)
<b>Must do</b>	Check all retweets and thank the individuals, try and engage in conversation (engage)
<b>Must do</b>	Check DM messages, delete the spam and answer any real ones (engage)
<b>Must do</b>	Either get RSS feeds of your articles into your twitter feed, or handcraft your top blogs of the day. 2-3 news items are enough every day you can schedule these (content)
<b>Must do</b>	Every week spend time to follow new people try and aim for between 10 and 20 a week (audience build)
<b>Must Do</b>	Always check the stream for comments on your company, especially anything negative, this will need to be nipped in the bud (reputation management)
<b>Should do</b>	Retweet 5 influencers in your area, share with your audience (content & engage)
<b>Should do</b>	Keep an eye on questions from other people and your lists, if people are asking questions, try and help them out (content & engage)
<b>Should do</b>	If you have some public lists, when you add people to that list let them know you have done it (engage)
<b>Nice to do</b>	Welcome the day and ask a question with your first tweet, Answer any replies that come in from that question (engage)
<b>Nice to do</b>	On #FollowFriday (#ff) pick 3 people you admire and tell others to follow them with a good reason why (engage & audience build)
<b>Nice to do</b>	Every now and then send out a funny joke / video / quote that can be easily retweeted without thought (audience build)
<b>Nice to do</b>	Get involved with some other hashtags #musicmonday etc (audience build)



...making checklists simple!



## LinkedIn...

<b>Must do</b>	Invite people to join with you, try a couple every day with a handcrafted message
<b>Must do</b>	Respond to any invites you have
<b>Must do</b>	Reply to group discussion topics
<b>Must do</b>	Invite members to join your group
<b>Must do</b>	Ask a question a month and try and answer 1-2 questions every week
<b>Should do</b>	Join other groups that are appropriate
<b>Nice to do</b>	Post recommendations to suppliers you have used and can recommend



## Your blog *(maybe once a week)...*

<b>Must do</b>	Write at least one blog post a week (2-3 is better!)
<b>Must do</b>	Moderate comments and delete spam
<b>Must do</b>	Respond to comments
<b>Must do</b>	Visit other relevant blogs and leave a comment
<b>Must do</b>	Promote others good work on the Social Bookmark sites
<b>Must do</b>	Ask a question a month and try and answer 1-2 questions every week



## Your Youtube Channel *(maybe once a week)...*

<b>Must do</b>	Subscribe to other channels
<b>Must do</b>	Moderate comments and delete spam
<b>Must do</b>	Respond to comments
<b>Must do</b>	Add videos – as many as possible!
<b>Must do</b>	Add comments on other appropriate videos



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## Google+...

<b>Must do</b>	Post a piece of news or article on your wall every day, something engaging or interesting (content) – Photos are the most shared content piece so try and use imagery
<b>Must do</b>	Respond to any comments on your posts
<b>Must do</b>	Comment on other pages posts
<b>Must do</b>	+1 stories that you like
<b>Must do</b>	Create different circles and add people into them – try 10 -20 people a week. Segmentation is critical, you can send different messages to different circles.
<b>Should do</b>	On a few of your posts ask people to re-post in their Circles. This is important to spread your messages
<b>Nice to do</b>	If your company puts on events, create them on Google+
<b>Nice to do</b>	Use the Hangout facility to video chat with your friends
<b>Nice to do</b>	If you're at an event snap and share the photo quickly using party mode



## Facebook...

<b>Must do</b>	Post a piece of news or article on your wall every day, something engaging or interesting (content)
<b>Must do</b>	Respond to any comments on your wall (engage)
<b>Must do</b>	Join other groups or fan pages that are appropriate 1 of each a week (audience build)
<b>Must do</b>	Comment on other groups and fan pages try 1-2 of each a day (audience build)
<b>Should do</b>	Start off a discussion so that you can engage with your fans (engage)
<b>Should do</b>	Share at least one of your daily articles with your friends every week (audience build)
<b>Should do</b>	Ask your influential friends to share one of the other articles try and get every article shared on a daily basis (audience build)
<b>Should do</b>	Ask your influential friends (or people in the office) to make a comment on the articles so that every day the wall looks engaging (engage)
<b>Should do</b>	Increase your circle of friends, remember every time you share your business message it is your friends that receive it
<b>Nice to do</b>	Check in on your friends birthdays, if you can find their year of birth you could even do 'on this day on' message to tie the good wishes to the news
<b>Nice to do</b>	Post status message daily
<b>Nice to do</b>	Comment on 2-3 other peoples status messages



Should you want to talk through this checklist or have any questions, please do not hesitate to contact **Karen Chapple**  
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