

SOCIAL MEDIA MARKETING COURSE
DMTI SOFTPRO

CHECKLIST



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Social Media Checklist

- ☐ Using social media is about compelling people consistently to engage with you and then share your content.
- ☐ Social media should be a two-way street. If someone is commenting on your posts, take the time to comment back.
- ☐ Once you determine what posts are gaining high levels of interaction and engagement you can repeat them.
- ☐ Social media profiles should be used as outposts for attracting people to your website or blog.
- ☐ **Establish yourself on Facebook:**
 - Setting up your Facebook Page:
 - When choosing a name for your Facebook page it is important to choose wisely. You will only be able to change the name one time
 - Create your page by going to Go to <https://www.facebook.com/pages/create>
 - Fill all your details – About, Profile Picture, Cover photo, etc.
 - Identify your audience.
 - Start creating compelling content.
 - Use Page Insights to identify what types of posts do better.
Photos vs text?

- Posting regularly will provide you with the most opportunity to connect with people and build trust.
- Consider what works and continue to do it.
- Integrate Facebook Ads to increase engagement.
- Make sure to measure, test and track. Try out different images for your ads and headlines to determine what works.

☐ **Establish yourself on Twitter:**

- Secure your Twitter Handle.
- Brand yourself and use a custom background for your Twitter page.
- If you have a blog, use Twitter Feed to sync your posts on Twitter automatically.
- Use Google Alerts to be alerted of relevant keywords.
- Establish a Twitter marketing plan.
 - Use an email signature that points to your Twitter Profile.
 - Add your Twitter handle to your website/blog.
 - Place your Twitter handle on you business cards and other marketing material.

☐ **Establish yourself on LinkedIn:**

- LinkedIn is a powerful network for any business.
- Register and complete your profile in detail.
- Your photo, name and headline are the three items that will show up first – make it good!

- Create new connections by using the Search function.
LinkedIn will also suggest connections.

□ **Create a Google Business Account:**

- Create a Profile for your business by selecting 'Info from within Google Business.
- Share links to your content on 'Post' to increase its engagement.
- Utilize Offer & Events to create new connections and become known in your field.

□ **Establish yourself on YouTube:**

- **Don't ignore video!** Activity on YouTube takes up nearly 20%+ of all social media activity.
- With each video you create, define your purpose. What are you trying to achieve?
- Types of video:
 - Illustrations/whiteboard
 - Animation
 - Presentation
 - Interview
 - Time lapse
 - Montage
 - Talking heads
 - On location
 - Case study
 - Product demo
 - Documentary

○ **Decide on a video style:**

- Colloquial or technical
- Informal or formal
- Irreverent or traditional
- Competitive or collaborative
- Serious or humorous
- New entrant or market leader
- Creative or corporate

○ Be yourself!

□ **Establish yourself on Instagram & Pinterest:**

- Download the Instagram app and register.
- Create an interesting Profile with Link in BIO
- Update your Stories and Feeds regularly
- Create Short Videos under 60 seconds for higher engagement
- Use Appropriate Hashtags
- Create a Pinterest account and start creating Boards.
- Add photos to both Instagram and Pinterest.
- Make sure to use hashtags so that people can find your posts.

□ **Getting followers and boosting engagement:**

- Add featured stories to the timeline of your company on Facebook & Instagram.
- Create Content which gives Incentives for likes.
- Rotate your Ads.
- Customize your graphics. (use Canva.com or Crello.com)
- Respond to comments.
- Follow **new people (from your competitors most active Followers who comment on your follower's post)** like their comment and follow them.
- Pre-load Tweets and posts.
- **Discover users most active times.**
- Use follower lists.
- Customize your landing page.
- Make use of Google Meets. (web conferencing)
- Recommend content to your followers.
- Comment on content.
- Monitor activity.

□ **Maintaining your social media profiles:**

- Adhere to image size requirements.
- Add social share buttons.
- Use clear descriptions for upcoming events.
- **Make use of keywords.**
- Encourage reviews.
- Use hashtags.
- Be real.

- Use description and catchy meta descriptions and title tags.
- Optimize your presence on social media and update your bio's and profiles.

□ Social media scheduling and automating:

- Use Hoot-Suite online portal to schedule and monitor your social media posts.
- Use the 5-3-2 rule when sharing content for balance.
5 posts should be content from others, 3 posts from you (no sales pitch) and 2 posts to be personal and unrelated to work.
- Find an ideal posting schedule. (try different time slots and get the feel of your audience – as in when are they the most active)
- Have a system for staying involved with your followers.

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