



SOCIAL MEDIA MARKETING CHECKLIST

AUDIENCE PROFILE: DEFINE YOUR AUDIENCE

					
<input type="checkbox"/> AGE RANGE	<input type="checkbox"/> GENDER				
<input type="checkbox"/> LOCATION	<input type="checkbox"/> DEMOGRAPHICS			<input type="checkbox"/> EDUCATION	
<input type="checkbox"/> BEHAVIORS	<input type="checkbox"/> INTERESTS			<input type="checkbox"/> OCCUPATION	
<input type="checkbox"/> MARRIED, SINGLE, CHILDREN?				<input type="checkbox"/> INCOME LEVEL	

Company Goals

- _____
- _____
- _____

Campaign Goal(s):

Objective(s): _____

Activity: _____

KPI: _____

Impact: _____

Content

Article on website or blog:

GOAL: Write _____ articles a _____ (week or month)

GOAL: Longer posts (600 - 800 words)

Shorter posts (300 - 500 words)

- Include Images with descriptions
- Include target keywords in title and content
- Call to action
- Include social media sharing buttons

TIP: Create content and postings about information that is relevant to your target audience. Remember the 80/20 rule—80% of your social media posts should contain non-self promoting content. The remaining 20% of your social media posts can be self-promoting.

Facebook

GOAL: Post _____ times per day

MONTHLY ADVERTISING BUDGET: \$ _____

- Brand your page
- Like other local businesses
- Add your events to your Facebook page
- Respond to reviews, comments, and check-ins
- Internal marketing of your Facebook page—“like us on Facebook!”

TIP: Remember to shorten your URLs and track link clicks.



Twitter

GOAL: Post _____ times per day

MONTHLY ADVERTISING BUDGET: \$ _____

- Brand your page
- Follow other local businesses
- Use Twitter Cards to embed media and to increase interaction
- Retweet posts from influencers and followers
- Monitor mentions and retweets
- Consider Twitter polls to learn about your audience

TIP: Tag others in your tweets and use #hashtags to appear in trending topics.



LinkedIn

GOAL: Add company updates _____ times per week

- Brand your page
- Keep tone professional
- Publish original professional articles to your profile
- Respond to questions and comments
- Ask for professional recommendations from customers and colleagues
- Circulate blog posts
- Circulate job postings



TIP: Encourage your employees to establish a LinkedIn profile to help circulate company content to their professional networks.

Instagram

GOAL: Add original content _____ times per week

- Brand your page
- Stay within brand imagery
- Make your company human
- Tell your company’s story
- Change up your content—photos, memes, videos, infographics, stories



TIP: Use Instagram stories as a :15 narrative to tell your story and educate followers.

Snapchat

GOAL: Add _____ snaps a _____ (day/week)

- Try to keep handle the same as other channels
- Team up with influencers
- Make this channel exclusive and give followers a “behind the scenes” view of your company.



TIP: Save snaps to your memories to post later.

Pinterest

GOAL: Each week, add _____ new pins and boards to your company page.

- Brand your page
- Always use keywords in your pin descriptions and board titles
- Add boards your clients would be interested in
- Follow inspiring boards each week from users in your industry



TIP: Make sure pins link back to your website to drive traffic.