# Social Media Authority 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 TwitterFeed 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+ Account:
  + Create a Page for your business by selecting ‘Pages’ from within Google+.
  + Share links to your content on Google+ to increase its engagement.
  + Utilize Google+ Communities 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 & Pintrest:
  + Download the Instagram app and register.
  + Create a Pintrest account and start creating Boards.
  + Add photos to both Instagram and Pintrest.
  + 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.
  + Offer Incentives for likes.
  + Rotate your Ads.
  + Customize your graphics.
  + Respond to comments.
  + Follow new people daily.
  + Pre-load Tweets and posts.
  + Discover users most active times.
  + Use follower lists.
  + Customize your landing page.
  + Make use of Google+ Hangouts.
  + 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 HootSuite 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.
  + Have a system for staying involved with your followers.