

A CHECKLIST FOR GETTING STARTED ON SOCIAL

1. Pick your social channels

Consider which channels make the most sense based on your industry and audience

2. Complete your profiles

Make your business easier to find in search results and show off your brand identity with a fully developed profile.

3. Follow other businesses, brands and prospects

Don't be an island on social - you can show you're an active participant and get plenty of inspiration on how to use social platform by following others.

4. Keep an eye on your mentions

Timeliness is key when making the most out of your interactions with followers and fans.

5. Define your content strategy

Consider your marketing goals to determine the best approach to content and hashtags.

6. Assemble your content calendar

Plan & schedule your content in advance to keep your audience engaged & save you time.

7. Engage with others

Remember that social media is a conversation - take the time to reach out & connect with followers & potential new fans regularly.

8. Find your brand voice

A distinct brand voice will reinforce your brand identity & help you stand out on social.

9. Promote your social channels

Don't rely just on social channels to get followers - you can promote your profiles in many other marketing channels.

10. Monitor your social presence

After your profiles are up and running, keep an eye on your growth with analytics & reporting.

Source: <https://sproutsocial.com/glossary/social-media-etiquette/>

