

Social Media

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SOCIAL MEDIA STEP BY STEP CHECKLIST.

Feel free to print this page and check each task as you complete it.

- ☐ Create a Facebook account. You can use your main Facebook account if you wish, you can keep real friends and ‘other’ friends separate via your privacy settings.
- ☐ Invite existing customers and subscribers to be your friend. You can also send friend requests to people you get to know online.
- ☐ Create a Facebook group and ask your friends to join. Just a simple marketing group is ok to start with, this will give you valuable experience in running a group.
- ☐ Look out for Facebook groups you can join. Check other people’s profiles, invites, etc.
- ☐ Link to your Facebook profile and groups from your blog. Just a simple link from your blogroll will do but you can also mention your group in the odd blog post.
- ☐ **Be active**, make sure you post valuable content to your Facebook wall, groups and any groups you are part of, avoid just posting ‘spammy’ links to your websites. You can post links to your websites, blog posts, etc but only if you are known for delivering good value first.
- ☐ **Be social**, it’s called social media for a reason, so make sure you let people into your lives as well as your business by being social.
- ☐ Share your content. Use the Sharebar plugin to post your blog links to your wall and groups. Encourage others to share your content and they will if they like what they see.
- ☐ Look to other social media outlets to grow your business. Twitter, LinkedIn, Google+, etc.

Tip. Look at what the major players in your market are doing on Facebook. This will help you come up with more ideas for your own social media campaigns.