



Social Media Checkist

Leontre Williams

Get your Dream Weaver Planner or a notepad and make notes as you go over this list, only check the boxes when you have a clear path forward for each section. Changes may be made to this list to update new or remove outdated information.

You probably have a name in mind for your business or brand, choose a platform (I suggest instagram) and type the name in the search bar so you can get a clear view whether that name is already being used, or if there is something too similar already floating around out there. (You will possibly want to look into a trademark for your name since you will be investing lots of time and effort into building this brand.)

Create an email address you will use solely for your business, take it from me... cutiepie876@hotmail.com does not say 'take me seriously!' You will also use this email for your social media accounts to keep things simple.

Decide which social media platforms suits your business best. A clothing store may benefit more from instagram while an author may be able to reach their audience in a more effective way via twitter. It really comes down to your personality and your strengths. You can use all available platforms if you have the time, it won't hurt just get the word out and create a bridge between your potential customer and your products or services. Make a list of the accounts you need and check them off as you create them. If your social media 'handles'(names) can be identical across all platforms...go that route.

Decide who your target audience is; age, gender, location etc. It is important to know who your customer is so you can tailor your content to attract the desired consumer. Make a list of ways you can engage this audience best.

Dedicate some time at the end of the month to plan for the next month, decide things like how many posts you want to make for the day, what the content will be and what time of day they will be posted. You will want to be deliberate in-order to capitalize on your efforts. Decide on the day and set a monthly reminder.

As you post, your account will gather information called insights, pay attention to the data and make adjustments accordingly. Take note of the posts that have higher engagement(likes, comments, shares, saves), who engages(age, gender, location)also pay attention to the time you shared these high engagement posts, that may also play a part in your success. For now you can take note of accounts like yours and what seems to be their high engagement posts. (since you can't actually see their insight you will have to make an educated guess based on likes and comments. Look for good content on an account that is similar to yours, don't go over to your favorite celebrities account for research purposes unless you've had a few hit songs or movies too. Find 10 such accounts and check this box.

Be smart! You want to maintain a strong social media presence but there is no reason to work hard when you can work smart, most social media platforms give you the option to share to other platforms, take advantage of this and kill a few birds with one stone. Link those accounts!



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- Browse and find a style or template you like, especially if you are new to that social media platform. It is easier to find a formula and stick to it than to keep going back to the drawing board every few months because you aren't satisfied with your feed.
While you are browsing take note of the quality of the content you are drawn to. I bet you like the high resolution, well lit pictures and text free of grammatical errors...so will your followers...take the time to give them what they want. it will be worth it.
- Be genuine in your engagement, no-one likes a 300 word comment under a post completely unrelated to their content...don't be that girl.
- Be conscious of special dates in each following month and create content accordingly, plan ahead for promotions/sales.
- Engage your audience by getting their input/feedback on how you can potentially improve your services etc. You can take a poll or just ask a question that can be answered via direct messages.
- Create content, make your page interesting. Create a few templates so it will be easier for you to keep a uniformed look on your feed as well as quickly create content. Take the time to do this so you aren't struggling to find content on the spot...although spontaneous posts on top of planned posts can be a great thing...the more you most the better.
- Look for other businesses /accounts that complement yours to collaborate on promotional or giveaway campaigns.
- Don't be selfish...give the support you are hoping to receive especially when you come across small business accounts like yours. Like, share and comment, running a business can be hard and frustrating...be kind. You are also a consumer, so on your quest to become successful I'm sure you can find some new products or services you need too.
- It is totally okay and encouraged to unfollow accounts that disturb your peace, are offensive or are inactive/ or just seem to be fake accounts.