

# Social Media Checklist

*for Brands and Businesses*



## 1- Define the Profile of your Target Audience

Age range:	
Gender:	
Occupation:	
Average level of incomes:	
Level of educational:	
Lifestyle like	
Value system	
Position in the household	
Consumer behavior: when, where, what, and why do they buy	

## 2- Generate Interesting Content to Share with your Audience

### A) Check the overall quality of your content

Social Media contents should	
Inform, entertain, move or educate your audience.	
Respond to the <b>interests and concerns</b> of your target audience.	
<b>Respond to questions</b> from customers and frequent users of your industry.	
Deben <b>aclarar malentendidos o falsas creencias</b> relacionados con tu industria o sector.	

### B) Optimize your Blog Posts

To optimize your articles for SEO, remember to	
Write each article based on a specific <b>keyword</b> .	
Write articles with a length between <b>300 and 1500 words</b> .	
Include illustrative images, that have keywords in their <b>Alt Text</b> .	
Create a <b>Meta description</b> that includes the keyword.	
Conclude with a <b>call to action</b> that's simple and clear.	
Include your keyword in at least one <b>H2 subtitle</b> .	

### C) Offer added value in different formats that spurs diffusion

Be sure to include the following items in your content	
Useful information in the form of <b>Webinars, Tutorials, videos, computer graphics and/or eBooks.</b>	
A <b>Landing Page</b> or registration page for each commercial offer you make.	
<b>Email Marketing Campaigns</b> to disseminate news and promotions.	
Access to <b>Social Buttons</b> on all your pages, to share on social networks.	

## 3- Optimize Profiles and Publishing Strategies on Social Media Networks

### A) FACEBOOK CHECKLIST



- Post once or twice a day.
- Respond to comments on your posts.
- Include links to your website and a description of your proposal in the Information section.
- Use Custom ads to promote your website and business deals.
- Answer inquiries via private message (save time with the Response Saved feature).
- Check Facebook statistics to find out what times your audience connects and then post during those hours.
- Check Facebook statistics to find out which Facebook content gets more favorable reactions from the public, then make more publications of that type.
- Create Facebook contests to obtain emails from your fans and then generate email marketing campaigns.

## B) TWITTER CHECKLIST



- Tweet at least 3 times per day (once in the morning, once at noon and once in the evening).
- Wittily describe your proposal in your Bio and include links to your website.
- Define your hashtags effectively for your campaigns and use them in your tweets.
- Answer your private messages.
- Follow influential accounts from your industry and retweet interesting content.
- Check your recommended accounts and follow new ones at least twice a week.
- Include Call to Actions in your tweets.
- Ask people to ReTweet ("RT") every certain number of tweets, or if the post warrants it (for example, announcing a Webinar).

## C) GOOGLE+ CHECKLIST



- Post at least twice a day (morning and afternoon).
- Make sure your profile images are using the resolution recommended by the site.
- Share high-quality images in your posts.
- From time to time, share posts that include Call to Actions and links to your site.
- Add new people to your circles at least twice a week.
- Provide informative or educational video conferences via Google Hangouts on Air.
- Add links for your site and social networks to your profile.
- Use Google Events to promote your online conferences.

## D) LINKEDIN CHECKLIST



- Create a Page for your company and distinct ones for your main products.
- Send invitations to people and companies related to your industry at least twice a week .
- Post at least once a day, preferably in the morning.
- Share updates related to your company, news from your industry or sector, your business promos, and your blog posts.
- Optimize your profile with information about your brand or business that includes links to your site.
- Consult LinkedIn statistics to find out who saw your posts and at what times.
- Validate the skills of influencers in your industry that are not direct competitors.

## E) PINTEREST CHECKLIST



- Optimize your profile with a description of your proposal and links to your site.
- Always publish high-resolution images.
- Create Boards to show your different product lines.
- Post at least twice a day (once in the morning and once in the afternoon).
- Share Pins from other accounts that may be relevant to your audience.
- Include precise hashtags in all your publications.
- Follow new people at least twice a week.
- Include links to your Landing Page on your product boards



## F) INSTAGRAM CHECKLIST



- Add a short, witty description of your brand or business and include a link to your website.
- Post between one and three times per day.
- Include relevant hashtags in all your posts (allowing up to 15 per post).
- Follow new people at least twice a week.
- Include Call to Actions in your publications.
- Alternate promotional posts with interesting, entertaining, educational, or moving pictures, at the rate of one promotional post for every 4 non-promotional posts.
- Share attractive, original photos that coincide with the identity of your brand or business.

## G) YOUTUBE CHECKLIST



- Optimize your YouTube channel with high resolution images.
- Add a description of your company or brand in the "About" section.
- Include links to your site and social networks.
- Share videos at least twice a week, alternating useful information about your products, your industry news, tutorials, and entertainment.
- Create playlists to organize your content by category (eg "Our Products", "Tutorials", etc.).
- Subscribe to influential channels in your industry and analyze its most popular content to inspire your own productions.
- Add boxes with Calls to Action to be displayed during playback of your videos to promote your social channels, websites, or landing pages.
- Always leave the Debate section enabled in your publications, to encourage user interaction with your content.

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Social Media Checklist, Postcron.com



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