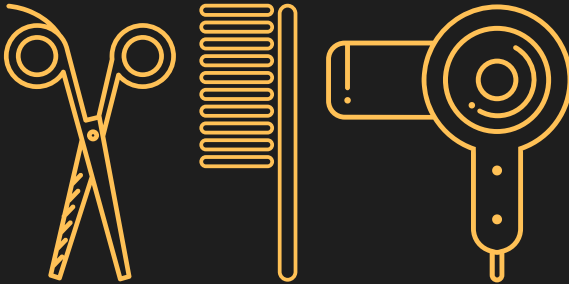


YOUR MONTHLY

SOCIAL MEDIA CHECKLIST



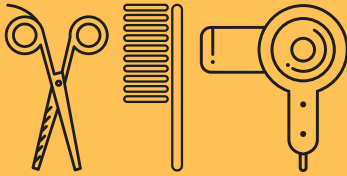
WHAT YOU NEED BEFORE YOU START

Social Media Accounts (Facebook, Instagram, Twitter,
YouTube)

Spreadsheet Program

Graphic Design Software (Canva)

Video Recording Application (Phone)



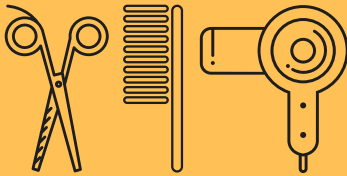
LET'S GO!

1. Determine 3 Quality KPIs (Key Performance Indicators): You don't want to disperse yourself too much by trying to improve everything. Instead, focus on just 3 main metrics to improve for the month.

2. Determine Tracking of ROI: Return on Investment (and Return on Influence) are real things. Based on your KPIs, how will you track the effectiveness of your campaign.

3. Determine Monthly Theme: what topics can you use on your social media accounts that will support your KPIs?



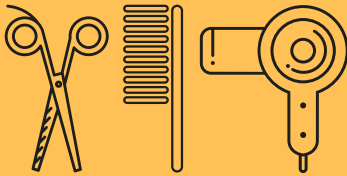


4. Create Your Editorial Calendar: How many times will you post this month? What days/times will you post? What do you want to highlight (products/services/promotion/giveaways)? Are there any holidays?

5. Prepare Your Content: Write out your posts (including what other accounts you're going to tag, where you're going to check in at, and what hashtags you plan on using) and plan your imagery. For your images, be sure to take the time to capture real photos for your account, and edit them so they're consistent with your branding.

6. Schedule Your Content: Use your preferred scheduling tool to combine your written update and your images and schedule the posts at optimized times.





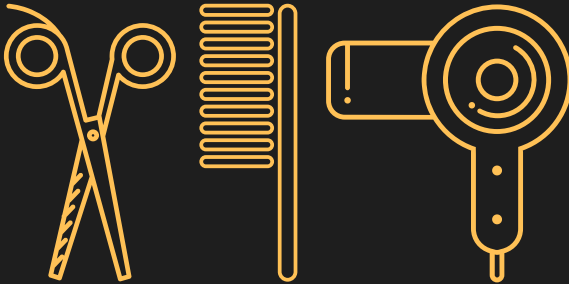
7. Analyze Your Data: Include quantitative and qualitative data. Include all metrics, not just the 3 you're focused on. Suggested metrics include: Total number of followers. Number of stories you posted within the time frame. Number of posts you posted within the time frame. Total number of likes on your posts within the time frame. Total number of comments on your posts within the time frame. Best days and times to post

8. Review Your Competitors: Take a look at what they're posting. When are they posting? What draws your eye? What do you love? What posts have the most likes? What posts have the most comments? What are they posting that you're not?

9. Rinse & Repeat! Now that you've done Steps 1 - 8. It's time to do it all over again for the next month! You got this!



NEED HELP?



CONTACT THE GO! AGENCY TODAY!
TEL: 866-926-2636
WWW.GOSALESANDMARKETING.COM

Social Media Marketing
Email Marketing
Graphic Design
Copywriting
Consulting
Advertising
...and more!