



Click by Click
Social Media

*A must read checklist to ensure you are getting
the most out of all your social media pages*

Social Media Marketing

100

Point

Checklist



Facebook

- Business set up as a page **not** a person
 - Contact information includes phone number, email and address
 - Website URL linked
 - Description provides easy to understand information about your business & includes call to action
 - Your keywords appear in your Short Description and Description
 - Relevant Categories are selected i.e. restaurant, advertising
 - You have made a custom username for your page creating your unique Facebook URL
 - Opening hours are showing if relevant
 - Profile picture represents your brand or company
 - Profile picture is clear and easy to see when small
 - Cover page uses quality images
- Cover pages is fully utilized to: (at least one)
- Showcase your business's products or services
 - Promote your staff, ideal customers or fans
 - Promote an event
 - Promote a special offer
- Cover page features a call to action
 - You have invited all your Facebook friends to like the page
 - You have made a custom app for contact

Facebook

- You have made a custom app to incorporate your other social media platforms such as LinkedIn, Twitter & Pinterest
- Facebook URL is on your business cards, flyers and email signature
- You have shared your page on local directory pages
- You have shared your page on your personal page
- You do not wine, complain or post what you had for breakfast - keep that for your personal page
- You do not post anything you do not know for certain is true
- You share pictures and articles using the share button and credit original publishers
- You stick to an 80:20 ratio of updates. 80% “for your fans” and only 20% promotion
- You give fans a reason to like your page E.g. First to know about sales, exclusive offers, discounts, coupons, latest industry news, free tips and advice
- You run Facebook contests through an App following the [Facebook guidelines](#).
- You have a one click link for fans to like your Facebook page directly from your website
- Business page is linked to your personal page as your employment

Twitter

- @Username represents your brand or company
- Picture represents your brand or company and is easy to see when small. If it is a personal brand use a close up photo of yourself. Even for a business I recommend a personal image.
- Header is customized for your business (125x626 pixels)
- Location is added
- Website is linked
- Design is customized with your company colours or custom background
- You have followed Twitter users in your community
- You have followed Twitter users in your industry such as suppliers, customers etc (not direct competitors)
- You keep a good 50:50 ratio between followers and following
- You thank new fans for the follow
- You tweet on a consistent basis
- You engage with people who re-tweet your tweets
- You have a descriptive bio which utilises your keywords
- @username is on your business cards, flyers and email signature
- You use the search tool to find conversations around your industry that you can join in
- You create relevant hashtags (#) to monitor conversations
- You reply to conversations that mention you

Pinterest

- Pinterest account has been converted to or set up as a business account
- Boards are clearly named and utilize keywords
- Posted images link to your website
- Account is linked to your Facebook account
- Profile picture is relevant to your brand or company and easy to see when small
- You follow other people in a similar industry
- You re-pin images you think your followers would like
- You pin new photos regularly
- Website is linked to your account and has been authorized
- Bio includes your keywords
- Search engine privacy allows your account to be found in search engine results (set privacy to No)
- Images are mainly vertical to optimize the Pinterest layout
- You incorporate your own images to keep content fresh and original
- You use short, precise descriptions of your images without trying to squeeze in too much text
- You post images with text overlay to clearly communicate your message
- You include prices on your pins where relevant



LinkedIn

- You have a personal account and a company profile
- Personal account is kept up to date with current information including your current role and your employment history
- You are a member of relevant LinkedIn industry Groups and actively participate in discussions
- Personal account has a profile picture with a clear head & shoulders image representing your personality
- Company profile includes contact details and a link to your website
- Company profile has your main products and services listed
- You have changed your URL to include your keywords
- You get in touch with people who “view your profile” and see if you can be of assistance
- You have utilized the cover image on your business profile to display your branding and a clear call to action
- You have checked all your spelling in a word processing software such as pages or word before posting to your profile
- You have encouraged people to connect with you in your profile description and give them an email to do so

Google +

- You have optimised your profile to include a large cover image or 5 smaller ones
- Your profile image is a clear picture of your face
- You have enabled the “send email” function for contact
- You have listed several forms of contact email, phone etc
- You have joined communities around your industry and regularly join in conversations
- You have linked your account to content you write for other companies (authorship)
- Your company has a brand page
- Your brand page is fully optimised and includes a well written brand page with your keywords included and photos of your products, staff or happy customers
- You are posting unique, engaging content regularly
- You have created your own community to discuss what you are an expert in
- You prompt people to engage with your posts through comments or by pressing +1

YouTube

- You have created your own YouTube channel
- You have an expressive profile picture of yourself or business
- You have a channel image (2560x1440 pixels) representing your branding
- You have a custom background or have changed to your business colours
- You have integrated your other social media channels including Facebook and Twitter to create updates when you add a new video
- You have added a YouTube app to Facebook and linked your account
- Video title includes your keywords
- Video description and transcript are optimised for your keyword
- Videos are tagged with relevant tags including keywords
- Videos are sorted into appropriate lists
- You consistently post new videos with relevant and valuable content for your viewers
- All your videos are ended with a call to action
- Videos answer customers questions
- You start your videos by outlining the benefits of watching until the end - what will they get out of it
- Videos are short, precise & only include relevant content

Thanks!

Thank you for reading the Social Media Marketing 100 Point Checklist.

I hope the list has helped you to optimize all your social Media pages to attract more customers and leads.

I am currently working on an interactive version of this ebook which will link to Click by Click instructions for all 100 steps.

Once the updated version is available it will be released on www.clickbyclicksocialmedia.com so stay tuned.

In the mean time if you have any questions please contact us:



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