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Social Media Checklist For Start Ups

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I'm the founder/CEO of:

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Social Media Checklist

For Start Ups

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5 Tips For Social Media Success

Completed

But First... Social Media Basics

Create Social Media Accounts on Key Platforms (be consistent w/ names)

Twitter, facebook fan pages or groups, photo sharing sites, relevant niche profiles/forums & blog platforms (it's ok to squat on a name if it's your company - read rules for inactive accounts on each platform)

Add Social Media Links to Your Site/Blog (“above the fold”) & Cross Link on all Social Media Profiles (especially form accounts you have in signature files)

Check out the wibya & meebo toolbars, Twitter & Facebook widgets, @follow buttons & likes also at the top of individual posts.

Add “Contact Me” Info with Email Address (in addition to a form)

Professionals, reporters, conference organizers still use email. Don't make it hard to reach you.

Add your Social Media links to your email signature file.

Emails are boring, curiosity will inspire recipient to click.

5 Tips For Social Media Success

1. Set Goals & Create a Strategy

Completed

Define Goals

Grow traffic (benchmark where you are now), followers, conversations on facebook, etc.; control your on-line presence, grow customer base, understand where we're at in search results, etc.

Secondary Goals

Research topics/people, network, follow conversations, become an expert

Define Your Voice

Should be consistent on all platforms, but customized to match platform

Set Up Alerts (no one can monitor it all, but the right tool will help you leapfrog the competition.)

TIP: Use Google Alerts & SocialMention.com (Finds every tweet)

5 Tips For Social Media Success

2. Find Your Audience

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Google Your Topic / Understand What Readers are Consuming

Is your blog listed? TIP: Filter by date to see what's new

Research Hashtags & Follow Conversations on Twitter

Is there a Twitter chat you can join? Who's getting retweeted and why? Follow Conference Tweets/ Hashtags. TIP: Twapperkeeper.com (hashtag must be created in advance to start archiving)

Watch Retweets

Content that resonates with your audience gets retweeted and posted to facebook. TIP: Download Tweetdeck or another desktop twitter reader (topics, also keyword "your brand name" not just @your username if your brand is the same as your site. Some people tweet about you and don't know you're on twitter)

Do Not Spam Facebook Fan Pages by commenting as "your page." Spam is Spam.

Follow Your Competition's Engagement (tweets, facebook pages, blogs, create lists)

Never post anything you don't want the competition to see. Always look through their followers (AND lists they create) They have done the hard work and curated important people you should follow.

5 Tips For Social Media Success

3. Craft Your Message

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Create an Editorial Calendar

Consistency. Readers will know what type of content to expect on any given day. TIPS: Try these insightful videos - <http://www.rodkirby.com/archives/1720> & Wordpress Editorial Calendar Plugin: <http://www.chrisbrogan.com/use-an-editorial-calendar/>

Sponsored Stories (Facebook)

Each time you post an update the ad gets updated. Must be carefully crafted, but are awesome for blog content. But every post turns into an ad so be careful. Not suitable for conversations that aren't goal oriented (e.g., "Like" if you love cupcakes, "Who's cooking this Thanksgiving?", etc.)

Tweets (leave room for RTs)

If retweeting blog post, clean up title & add hashtags/short URLs (bit.ly, tinyurl, etc.)

If posting to Facebook...

Programming your blog or RSS feed to automatically post to your facebook wall is a terrible idea. It's best to manually post so you can customize your message with an action (e.g., "like" this if you love cupcakes!) and to optimize the photo.

Follow Your Competition's Conversations on Twitter

Don't reinvent the wheel... imitation is the most sincere form of flattery. Go with what works, what is expected and what's proven.

5 Tips For Social Media Success

4. Engaging Community

Completed

Formulate Posts with Actions

Instill passion - readers should hate you or love you. Spark emotion and they will respond, but let them know what you need them to do. Adding recognizable "follow/share/email/save" buttons are key. Don't get too fancy with your own designs. In this case it's best to go with the universal language and designs.

If Posting to Facebook

Ask fans to weigh in. Think of Facebook as a running chat room on various topics. Only 3% of your fans even see your updates - update often and be thoughtful. If replying to a negative comment on facebook, always keep the conversation professional.

Follow Tweet Keywords.

If you see posted: "I want to bake cupcakes tonight" then you can reply with "Hi @bakespace, here's a #cupcake recipe you'll love! (short url) #recipe" TIP: sometimes we "cc" opinion leaders or friends in our tweet so if they see fun content we share they will Retweet with our handle.

Be the life of the party.

Host contests/giveaway... make sure you're getting something out of it too (i.e., more comments, traffic, likes & page views.)

5 Tips For Social Media Success

5. Measure Success

Completed

Add it Up. Note the Obvious Numbers.

Did you see an increase in traffic, fans, tweets, likes?

Google Yourself.

Posting to Facebook may help google “find” your content.

What Worked & What Didn't?

(e.g., we hosted a Facebook photo contest (users had to tag themselves)... bad idea. Facebook limits each image to 50 tags. Contest stopped at 50. Will never do that again.)

Has Your “Brand” Grown?

Are you now the go-to person for healthy baked goods? Are other people referencing you as an expert? Can you leverage your personal brand to speak at conferences, write a cookbook, start a Twitter chat & charge advertisers?

Can You Leverage Your Social Media Accounts for Ad Buys?

Brands want to drive traffic to their Facebook pages.

Are you now an expert?

Is the Los Angeles Times' Small Business Editor tweeting you for a quote? Sweet!

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Visit Our Brands

Thank you!

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