

SOCIAL MEDIA MANAGEMENT *Cheatsheet*



Utilize Your Best Channels



- ☐ Identify which channels promote the most engagement
- ☐ What channels are your buyer personas using?

Keep Your Info Up-To-Date



- ☐ Keep your social channels organised
- ☐ Make a list of addresses, bios, contact info and opening times

Cleaning Up Your Followers



- ☐ Remove any spam or explicit accounts
- ☐ Engage with legitimate local businesses to promote engagement

Consistent Brand Imagery



- ☐ Ensure branding is consistent across all channels
- ☐ Update profile pictures and headers all reflect the same imagery

Conduct Social Listening



- ☐ Turn on notifications for all of your accounts
- ☐ Perform brand name searches

Defining Your Content Strategy



- ☐ Create SMART Goals
- ☐ Put together a content plan

Be Sociable



- ☐ Engage with your audience, start conversations.

Promoting Your Social Accounts



- ☐ Share your social handles across your website, email marketing etc.

Measuring Success



- ☐ Track key conversions in analytics
- ☐ Create a report you can update monthly with your progress