

# Sensible SOCIAL MEDIA CHECKLIST v 2.0 FOR BUSINESSES



## BLOG POST



Write \_\_\_ new blog post(s) each week



Target keywords:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Share the link on FB, Twitter, LinkedIn and Google+



*Pro Tip: Use your target keywords in post titles and blog content*

## facebook



Find and "Like" 5 new pages  |

Post about 2 interesting topics related to our business



*Pro Tip: Don't forget to tag people and pages in your posts*

Update our company page status daily



Ask people to comment, like, or share posts

## twitter



Re-tweet 2 interesting tweets a day



Send at least 3 new tweets daily

- Business related
- Fun & interesting
- Promotional
- Circulate our blog posts

Follow 10 new people per week

*Pro Tip: Add #hashtags so your posts appear in trending topics*

## LinkedIn



Update our company profile and status

Connect with 3-5 new people per week



**3** Follow new companies

Ask for 1-2 recommendations per week



*Pro Tip: Post relevant blog posts in groups in which you belong, and ask for feedback*

Google<sup>TM</sup>+



Add 5 new people to our circles each week



Offer a Google+ Hangout session for a related topic in our industry

Share content at least twice a day to our personal Google+ profile & company page

*Pro Tip: make sure your posts are set to "Public" to reach maximum users/search*

Host a monthly Google+ Hangout session for a topic in our industry\*

Share

\* Use Google+ Events to publicize it

Pinterest

Add+

About ▾



the whole brain group

Each month, post product images and examples of our work from our company website as pins leading back to the site

Add 1 new board that contains at least 6 new pins each week



Edit

  
**Pro Tip:**  
Always use keywords in your pin descriptions & board titles



Follow 5 new interesting and inspiring pin boards each week from other users related to our field

YouTube

Subscribe to 3 new channels in our industry each week



 Find 3 new videos each week to share on Facebook, Twitter, & Google+

*Pro Tip: Keep the videos relevant to your industry, but don't forget to sprinkle in some fun.*



Plan a video that showcases an area of our businesses expertise



Have video capability at special events our company hosts or attends each month. Ask for brief interviews to post to YouTube

designed by: [www.thewholebraingroup.com](http://www.thewholebraingroup.com)