

# Social media checklist

## TALLY

## WHEN

## TOOLS



2 per day

Anytime

Canva.com

Buffer.com

FB page insights



2 per day

7-9am

1-4pm

Later app

Iconosquare.com

Canva.com

Instagram

analytics

## WHAT TO SHARE

- Tips
- Quotes
- Your product photo's
- Questions
- Offers/discounts
- Shared content
- Competitions
- Videos
- Facts
- Success stories
- Prior popular content
- Behinds the scenes
- Survey results
- Service offering

Q: Is your post informative, unique, useful, interesting and will it encourage people to follow you and your brand?

## TOP TIPS

1. Social media is two words - the first is the most important - *Interact*
2. *Visual elements* (video, photo, graphic) in posts will increase engagement
3. Social media is about the '*soft sell*', so mix personal+ promotional posts
4. If looking for a response include a clear call to action, direct them to take action