

6 BASICS FOR BUILDING A SOLID SOCIAL MEDIA STRATEGY

THE COMPLETE CHECKLIST

Before jumping head first into social media, you and your business need to lay the groundwork for a solid foundation when it comes to your social media approach.

Following this checklist will help you easily mark off some of the most important aspects of your social media strategy. With that said, let's jump into the checklist.

1. Know what social media channels to be active on

- For Facebook, create a lookalike audience with your current list (if you have one). If not, use Facebook search to identify active users and communities.
- Use [Google+ Explore](#) to find active communities, collections, places and people.
- On Instagram use the search to find popularity of hashtags for your industry or competitors.
- To find your target audience on LinkedIn, use the advanced search to determine the activity of your niche.
- Pinterest search will allow you to find out if there are popular pins, boards, or potential users for your industry.
- Using Twitter's advanced search you can see if your audience is participating in the conversations.

2. Measure your social media activity

- Install Google Analytics on your website.
- Add custom UTM parameters to links you share on each social media channel. [Here's how you can do it.](#)

3. Always have something to share on your social media accounts

- Don't share just your own stuff. Be sure to share other people's content.
- The easiest thing to do is to create a library of your favorite RSS feeds to stay on top of the latest content.
- Not sure where to look for content to share. [Here's 8 ideas](#).

4. Use images to increase social media engagement

- Use Canva to create free images to share on social media.
- Set yourself up to [reuse your social images](#).

5. Save time on social media with the use of tools

- Look at social media automation tools like Buffer, Bulkly or Hootsuite to schedule posts.
- Use free hacks for [Twitter](#) or [Pinterest](#) to grow your audience.
- If you have some extra money, look for [tools to help with social media](#).

6. Monitor social conversations

- Use social listening service like Hootsuite to monitor and respond to conversations
- Engage with your audience. It's not a one-way street.

HERE'S WHAT TO DO NEXT

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Send me a message to my personal email address chris@bulk.ly to let me know what you think of this checklist



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[Follow Bulkly on Twitter](#) where I share helpful content on SEO, social media and inbound marketing.



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Pat yourself on the back. You now know some of the important tips when setting up your social media strategy.

