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YOUR CHECKLIST FOR SOCIAL MEDIA SUCCESS



The main keys to success on any social media platform are to make your posts consistently relevant and engaging, and to monitor your progress, amending your strategies as appropriate.

Here's a checklist to help make sure you don't miss any opportunities to maximise your brand's presence and impact.



FACEBOOK

1. Do you ensure your status updates are eye-catching enough to stand out in users' newsfeeds?
2. Do you share and comment on others' content and get involved in discussions?
3. Do you vary your posts – 80% should be social (yet still relate to your industry or audience) and 20% about your product/service?
4. Posts featuring photos get more likes and comments – are you optimising your imagery?
5. Are you making full use of Facebook Events (in your status bar)?
6. Have you considered using Woobox - an app suite that allows you to add tabs to your page for other social platforms (free) and apps for contests, quizzes, polls and more (paid)?
7. Do you curate, organise and view content on specific topics, or from industry leaders, companies or competitors by creating or subscribing to Interest Lists?
8. Are you using Facebook Page Insights to analyse the performance of your Facebook activity?
9. Are you taking advantage of customer reviews and testimonials to boost brand awareness and increase conversions?



TWITTER

1. Do you comment on and retweet others' messages to get involved in the community (don't forget you can now add your own perspective to retweets)?
2. As with Facebook, posts with images get more clicks, favourites and retweets – are you maximising engagement with high quality imagery and/or gifs?
3. Are you using hashtags to make your tweets easy to find? You can research popular tags on Twitter itself or on Hashtagify.me, or create your own to reflect your brand.
4. Have you considered creating different accounts for different areas of the business (eg, by service or product, sales, recruitment, etc)?
5. Do you use Twitter's app Periscope to capture, upload and share video?
6. Have you considered hosting a regular Twitter chat around a specific topic - a great way to engage with fans and followers, as well as get an insight into their needs (existing weekly chats include #blogchat and #bizforum)?
7. Do you curate Tweets into reading lists to save for later by favouriting them? They're then available to browse in one click or tap.
8. Do you use a tool like who.unfollowed.me to determine whether you need to amend your Twitter strategy?



LINKEDIN

1. Have you established your brand with a company page?
2. Do you ensure your company and personal profiles are kept fresh and up-to-date?
3. Have you used the platform to publish your own blogs? This is a great way a great way to showcase your knowledge and expertise.
4. Have you joined groups relevant to your industry, skills and professional interests? The majority of LinkedIn activity takes place here.
5. Have you considered setting up your own discussion group around a topic relevant to your business or industry? Bear in mind this will need to be modified and updated regularly.
6. Do you regularly contribute to discussions, rather than promoting your own content all the time?
7. Are you adhering to LinkedIn's strict 'no-spamming' policy?
8. Do you provide (genuine) Recommendations and Endorsements for your connections?
9. Have you considered upgrading to a Premium (paid) account? This allows you to contact people who aren't connections and expand your search and profile view options.



PINTEREST

1. Do you think about what your brand's product or service enables a customer to do or achieve?
This is a great way to come up with ideas for captivating visual content to share.
2. Have you considered inviting guest pinners to pin items to your account to help build a community?
3. Have you optimised the descriptions of your boards?
4. Do you take advantage of Pinterest's visual nature to bring 'boring' products or industries to life by telling a story, using a different angle (General Electric does this particularly well)?
5. Do you use separate boards to group different concepts of your offering together?
6. Are you optimising your pins for mobile (the majority of users access Pinterest on mobile devices).
7. Have you considered using Promoted Pins to attract more qualified clicks and engagement?



INSTAGRAM

1. Are you utilising your description area to its maximum potential? You have up to 2200 characters to tell a story with your images.
2. Do you open up dialogues with other users by joining in with relevant conversations and by commenting and sharing content?
3. Have you considered opening the door to your business with 'behind-the-scenes' clips, or Q & As?
4. Do you amplify your content with hashtags? Track what your brand/industry community are using for trending topics or create your own.
5. Have you identified relevant influencers with the aim of turning them into brand advocates by targeting and engaging with them directly?
6. Do you monitor the impact of your campaign on an ongoing basis (this applies to all social platforms and, in fact, any marketing activity)?
7. Do you use the Search & Explore tab to discover photos, videos and people that are relevant to your interests? This is a good way to find influencers and content, and getting your own brand featured here will increase your exposure massively.

Gotten this far and still having trouble?

We have plenty more [resources](#) to help guide you through your social media journey and if you need it, you can always speak to us [directly](#).



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