

BUILD YOUR TRIBE

CHECKLIST



Using Facebook for Your Business

- ☐ The largest and most recognized social media platform
- ☐ Have specifically designed algorithms to direct people to your business profile
- ☐ Creating your business profile
 - Include business name
 - Hours of operation
 - Link to your website
 - Description of business
 - Use keywords to enhance SEO
- ☐ Add pictures to your business page
 - Profile picture
 - Cover photo
- ☐ Post daily updates
 - Schedule posts
 - Best times to post are 9 am, 1 pm, and 3 pm
- ☐ Post only high-quality content
 - 20 percent of your posts should be promotional
 - 80 percent should be value added content
- ☐ Connect with your personal page
- ☐ Add a button to your profile directing users to your website
- ☐ Utilize reviews from your customers
- ☐ Always respond to messages
- ☐ Engage with your customers

Utilizing YouTube

- ☐ The most popular video sharing site in the world
- ☐ Set up a specific YouTube channel for your business
 - Make sure its connected to your business email
- ☐ Use to show of the products or services that you offer
 - The videos should be directly related to your business
- ☐ Include keywords and your business name in the video titles
- ☐ Upload videos
- ☐ Your videos should always look professional
- ☐ Include a call to action at the end of your videos
 - Tells your audience that there is more to your business

Tweeting About Your Business

- ☐ More than 100 million active daily users
- ☐ Allows you to show your customers what you've done during the day
- ☐ Create 280-character posts
- ☐ You should pay for the business version
 - Full access to the advertisement feature on the site
 - Will help you get more followers
- ☐ Getting your business' name into the Twitterverse
 - First few tweets, always include link to your website
 - Share pictures with your audience
- ☐ Following others
 - Start following other users that are similar to your business
 - Follow industry insiders and experts

- ☐ Retweeting
 - Sharing someone else's original tweet
 - Allows you to connect with other businesses in your industry
 - Only retweet relevant information
- ☐ Using hashtags
 - Develop your own unique hashtags
 - Allows you to see everything that has been said about the subject
- ☐ Linking your accounts
 - Include links to your website and other social media accounts in your tweets
 - Include links in your profile
- ☐ Always respond to customers
- ☐ Consider using Twitter advertising feature

Capturing Followers on Instagram

- ☐ Instagram is a large photo album with contributors around the world
- ☐ You have to have a mobile device to upload photos to the site
- ☐ Take plenty of photos of your business
 - They must be related to your business and your industry
 - Include photos of your products or services
 - Include photos of your employees, customers, and yourself
 - Include photos of “behind the scenes”
- ☐ Optimizing your account

- Include your location, contact information, and business description in your profile
- Utilize the advertisement program to get followers
 - Show up in the right feeds
- Tag all your photos
- Add hashtags to all your photos