

1. Set social media goals/objectives
 - a. What do you want to achieve with social media
 - b. Do your social media objectives align with your overall company vision, mission, and marketing strategy
 - c. are your objectives smart? (specific, measureable, attainable, relevant, and time bound)
2. Audit current social media
 - a. what social media profiles do you currently manage
 - b. is control over passwords centralized?
 - c. What is the mission statement of each of your social media profiles?
3. Create or improve social media profile
 - a. are your profiles filled out properly and thoroughly?
 - b. Are all the accounts and profiles on brand?
 - c. Would a new visitor follow me after seeing this profile?
4. Develop content strategy
 - a. what types of content do you want to post to each social network? Who is the target audience?
 - b. How often will you post content and how will you promote it?
 - c. Do you have an editorial calendar and a social media content calendar?
5. Use analytics to track progress and adjust strategy as needed
 - a. Have you established the metrics by which you'll measure social media success?
 - b. Do you have an analytics or measurement tool prepared to track metrics?
 - c. How often will you analyze results
 - d. Are you prepared to quickly change your strategy in response to these results?
6. Respond to prospects