

Social Media Plan Checklist

Target follower profile:

What topic(s) do you want to be positioned as a thought leader on?

What trending Keywords support this topic(s)?

Tips:

Make sure you are using one or a few keywords in each posting






Use [Moz](#) or [Google Trends](#) to find what others are searching and talking about

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What platforms should you be on? To help you get started here is an overview of the general demographic on each platform.

Tips:

- Suggest starting with 2 or 3 platforms to publish on.
- Check to see which platform(s) align with your targeted profile.
- There are lots of sites that publish detailed insights on demographics if you want to do more specific research.

LinkedIn	Twitter	Facebook	Instagram	YouTube
				
Business focused site for B2B & B2C	Business focused first and then some personal	Personal, Business and endorsing products	Personal and endorsing products	Business, Personal and endorsing products
Ages: 21 to 65 People actively working or searching for a job	Ages: 18 to 65 Growing younger users who use it for getting news	Ages: 30 to 49 More weighted to women users	Ages: 18 to 29 Slightly more women	Ages: 18-55+ 18-24 binge watchers and 35-55 new fast growing demo (data from Omnicores website)



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Look for trending hashtags and ones that are used often:

Tips:

- **Twitter** shows trending on your feed each day.
- **LinkedIn** shares trending articles and hashtags.
- **Instagram** has a search engine that gives you volume by words. Also, the Explore page might give you insight into some of those hashtags by clicking on a few pages.
- **Facebook** includes this information in the Analysis tab, scroll down and see the most popular hashtags.

How often to post?






Tip: Think quality of content vs quantity. Create content that compels the user to engage.

- Minimum: 3 times a week per platform
- Average: once a day per platform
- Exceptional: 2 or 3 times a day per platform

Best times to post?*

Tips:

- There isn't a perfect time for any brand but the insights Hubspot shares provides some good rules to test to see when you get the most engagement.
- Half of the country is on EST and combined with CST that accounts for 75% of the population. So suggest using that as a posting guide when reviewing the times.

Platform	Time	Day
	B2B: 10 a.m. and 12 p.m. B2C: 12 p.m., 8 a.m. and 10 a.m. in order	Wednesday
	B2B & B2C: 8-10 a.m. and 6 to 9 p.m. B2B: 8-10 a.m., Noon and 7-9 p.m.	B2B: Weekdays B2C: Weekends
	B2B & B2C: 9 a.m., 11 a.m. to Noon, and 3 – 4 p.m.	Thursday, Friday, Saturday and Sunday
	B2C: 1 to 5 p.m. B2B: Noon – 1 p.m., 5 – 6 pm. and 8 to 9 p.m.	Friday
 **	B2B & B2C: 5 p.m. up till 9 p.m. Sundays: 8 a.m. to 11 a.m. or after 5 p.m.	Wednesday, Friday, Saturday

*Data from [Hubspot](#)

**Data from [Swish](#)



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Type of Content to Post?

Tips:

- Pick a voice/style/personality you want your brand to come across as, such as, witty, playful, specialist, knowledge source and write posts using that personality.
- Pick a few formats to start and see how the engagement goes. Add more ideas as you go along.
- Use a photo or video with most posts.
- Don't forget to focus on keywords and include hashtags in posts.
- Post the same content at different times of the day for more exposure.
- If some things you are doing are not getting engagement, then it is time to try other things.

- | | |
|---|---|
| <input type="checkbox"/> Blogs | <input type="checkbox"/> Quotes |
| <input type="checkbox"/> Images of employees/employee events/highlighting your culture (make sure to get permission to use employee photos) | <input type="checkbox"/> Create downloadable white papers and eBooks |
| <input type="checkbox"/> Products and services updates | <input type="checkbox"/> Promote upcoming webinars or Podcasts and later share the links |
| <input type="checkbox"/> Infographics | <input type="checkbox"/> Articles (On LinkedIn using the Article publishing feature) |
| <input type="checkbox"/> Share other articles you like and add commentary on why | <input type="checkbox"/> Videos (look at free tools to make your own videos like Lumen5) |
| <input type="checkbox"/> Memes with a fun caption that talks to your audience | <input type="checkbox"/> Share tips and tricks on your business expertise |
| <input type="checkbox"/> How to posts | <input type="checkbox"/> Create free checklists |
| <input type="checkbox"/> Ask questions – fill in the blank, vote, etc. | <input type="checkbox"/> Guest posts/blogs from other partners or experts in your field |
| <input type="checkbox"/> Audit what your competitors are doing for ideas and insights | <input type="checkbox"/> Use emojis (sparingly – think tasteful, right audience and right context) |
| <input type="checkbox"/> Share client testimonials or case studies | <input type="checkbox"/> Share Press Releases |

Brainstorm other ideas:

Purchase or use a free tool to schedule posts?

Tips:

- Many tools offer a free 30-day trial so test before you buy (Hootsuite, HubSpot, Sprout Social, etc.)
- [Postfity](#) is a free tool you can use to start

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Setting up your Company Page? This is a very important step in the process.

Tips:

- Make sure your corporate pages have the right photos. Take advantage of all places you can put photos. For example, the LinkedIn banner. Change them monthly or quarterly.
- Have a clear write up on what you do. Talk about how you help your clients, don't list a bunch of products or features.
- Make sure you include contact information.
- All Platforms work a bit different and allow for different information so dig in and see how to maximize each site to reflect the best version of your brand.

Use the analytical tools that each platform provides. This will help you get insights into growth in followers and see what others are sharing and engaging with on your site so you can do more.

Tips:

- Create weekly or monthly follower goals. Start with lower realistic numbers. See what your competitors have as a baseline. Check how long they have also been active.
- Tell your employees you started social channels and ask them to follow. (You cannot ask them to share it has to be voluntary.)
- Add your social icons to any newsletters, website, emails and other marketing materials. Add a header over the icons with an ask – Follow Us On: (logos and links to your social sites)

Get started and have fun!

