

Your 2016 Social Media Planning Checklist



Most small business owners jump into social media tactics with great enthusiasm. You have ideas, you have time, you have content. All is good. Until, well, the basic tasks of running a business and all the other projects and priorities you have soak up your well-intended social media management time. What to do? It's time to take a few steps back and come up with a strategic plan for starting your 2016 social media right!



Do a Social Media Branding Audit

Pull together all of the profile images and descriptions across your social media channels, website and blog. Answer the questions below and take some time to make sure that the branding is consistent.



Facebook? _____ **Others (list)?** _____

Twitter? _____

Instagram? _____

LinkedIn? _____

Now, review each of your social media pages and make sure they are consistent with one another and with your website, blog, and any other online presence you have:

- Is your company name and description the same on all?
- Is the contact information current for each, including:
 - Email?
 - Phone number?
 - Physical address?
 - Website address?
- Is your company name and description the same on all
- Is your company name and description the same on all
- Do they explain the problem you solve and/or list your product/service offering?

Make a 3-Month Editorial Calendar



Look ahead at what is coming up for your business during the first quarter of 2016. Now is the time to spec out all your upcoming activities so that you can highlight sales and promotional opportunities in your social media marketing.

Complete the following table to help you hone in on the holidays and events you will recognize in your social media marketing and what you plan to do for each:

Holiday	Relevant to your business (Y/N)?	Sale or Promotion	Content You Can Share
January 18: Martin Luther King Day			
February 2: Groundhog Day			
February 7: Super Bowl Sunday			
February 9: Mardi Gras			
February 14: Valentine's Day			
February 15: President's Day			
March 13: Daylight Savings Time			
March 17: St. Patrick's Day			
March 20: Spring Begins			
March 27: Easter			

What other events does your business have coming up in the next few months?

Do you have new a product/service launch?

Will you be participating in an industry event or trade show?

Will you be celebrating any other business-related days?
(e.g., Founder's Day, anniversary of X years in business, etc.)

Plan Your Social Media Activity

One of the toughest challenges small businesses face is to consistently post and respond to others on social media business accounts. By setting up a schedule, you are more likely to commit the necessary time to do this and do it well.

Use the following questions and the chart on the next page to help you decide the best times to share on social media:

Do you have specific days of the week that you announce news, promotions or specials?

Do you have a blog or newsletter? If so, what day of the week do you share it?

What day(s) of the week is it easiest for you to sit down and engage with your audience on social media?

Chart Your Social Media Activity

	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
Facebook						
Twitter						
Instagram						
LinkedIn						
Blog						
Other:						
Other:						

Evaluate your Landing page and Opt-in Pages

Many businesses use social media to drive traffic to their website so that they can capture emails and/or sell a product. Before you drive tons of traffic to your website, you want to make sure the page you are sending them to will convince them to proceed, rather than drive them away.

Evaluate each of your landing pages and make changes as needed using the following checklist:

Does your page have all of the following?

- Strong headline
- 3-to-5 support points
- Call-to-Action that is easy to find
- Uncluttered layout
- Colorful, appealing design, graphics and images
- An incentive to encourage opt-in such as a free gift, discount or other added value item
- Contact information for your business

2016 promises to be another busy year for social media marketing and with a little preparation you can look forward to a successful year. Want more information on how to keep your digital marketing on track? Follow the Marketing Staircase blog or send us a note to set up a free 30 minute consultation.

Happy 2016!

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