

The Social Media Cookbook

CHECKLIST

FACEBOOK CHECKLIST

Goal Setting

List your top goals for marketing on Facebook:

1. _____
2. _____
3. _____

Business Page Ingredients

- 🍏 Create a powerful avatar/profile image (size 160 x 160 pixels).
- 🍏 Add an enticing cover image (size 851 x 315 pixels).
- 🍏 Season your page with keywords in your business description, service description and other areas in the About section.
- 🍏 Claim your @tag name.
- 🍏 Activate your Call to Action button.

Business Page Action Items – Review this list every week.

Provide a mix of content:

- 🍏 Videos
- 🍏 Photos representing your product or service (size 940 x 788 pixels)
- 🍏 Links from blog articles useful to your audience
- 🍏 Links to your website or blog

Educate your audience. What do you want your followers to learn about your business or brand?

- 🍏 _____
- 🍏 _____
- 🍏 _____

Engage with your audience

- 🍏 Invite others to follow your page.
- 🍏 Comment, like or share other pages your business follows.
- 🍏 Respond to people commenting on your page.
- 🍏 Explore Facebook Live.

FACEBOOK CHECKLIST

Monitor to Improve your Facebook Recipe Monthly

Each business is going to want to monitor different metrics based on your own recipes for success. Here are suggestions:

- 🍏 Number of Followers?
- 🍏 Number of Followers you gained/lost?
- 🍏 How many times did you post during the month?
- 🍏 Which content topics are getting the most reach? What about the best engagement?
- 🍏 There are four types of post content for Facebook: text, links, photo and video. Which post type is getting the most reach? The most engagement?
- 🍏 What is the tone of your most popular posts? Are they sharing a feeling? Are they entertaining? Informative?
- 🍏 When are your most popular posts? What time of day? What days of the week?

What could you do more of next month?

What should you do less of next month?

LINKEDIN CHECKLIST

Goal Setting

List your top goals for marketing on LinkedIn:

1. _____
2. _____
3. _____

Your LinkedIn Business Page and Profile Ingredients

Personal Profile:

- 🍏 Season your personal profile with keywords to optimize it.
- 🍏 Use a professional personal photo (size between 200 x 200 and 500 x 500 pixels).
- 🍏 Add a background cover image (size 1,400 x 425 pixels).
- 🍏 Claim your customized URL.

Build a powerful company page:

- 🍏 Use exact sizing with images.
- 🍏 Company page banner image: minimum 646 x 220 pixels
- 🍏 Logo size: 400 x 400 pixels
- 🍏 Square logo: 60 x 60 pixels
- 🍏 Create one or more Showcase Pages.
- 🍏 Hero image size for a Showcase Page is 974 x 330 pixels
- 🍏 Season your page with keywords in your business description, Showcase Page description and specialties.

LinkedIn Action Items – Review this list every week.

- 🍏 Ask people to endorse you and give you recommendations.
- 🍏 Post updates regularly. Share posts with images (size 800 x 400 pixels), videos and links.
- 🍏 Check the area in the upper right of your profile page for quick ways to comment or like work anniversaries, promotions, and news shared by others.
- 🍏 Publish blogs and articles using LinkedIn's publishing platform. Spice up your content with images and video.
- 🍏 Make new connections often.
- 🍏 Post links to your company blog and other newsworthy events on your website.

LINKEDIN CHECKLIST

LinkedIn Action Items – Continued

- 🍏 Connect with people after a networking event with a personal message if you have their business card.
- 🍏 Respond to people who like your updates and comments.

Educate your audience. What do you want your followers to learn about your business or brand?

- 🍏 _____
- 🍏 _____
- 🍏 _____

Monitor to Improve your LinkedIn Recipe Monthly

Each business is going to want to monitor different metrics based on your own recipes for success. Here are suggestions:

- 🍏 How many people have viewed your profile?
- 🍏 Blog content: what blog topics are getting the most views?
- 🍏 What blog topics are getting the most engagement?
- 🍏 What are the job titles and industries of people engaging in your posts?
- 🍏 Who are your top engagers?
- 🍏 How many followers do you have?
- 🍏 Have many connections have you gained in the last month?
- 🍏 What is the demographic of the people following you?

What could you do more of next month?

What should you do less of next month?

TWITTER CHECKLIST

Goal Setting

List your top goals for marketing on Twitter:

1. _____
2. _____
3. _____

Twitter Profile Ingredients

- 🍏 Create a powerful avatar/profile image (size 400 x 400 pixels).
- 🍏 Add an enticing header image (size 1,500 x 1,500 pixels).
- 🍏 Season your profile bio with keywords.
- 🍏 Tell people why they should follow you in your Twitter bio.
- 🍏 Link to your website or blog in your bio.

Twitter Action Items – Review this list every week.

- 🍏 Cook up lots of content: many people share on Twitter 3 or more times a day.
- 🍏 Add images to your tweets to make them more visible (size 1,024 x 512 pixels).
- 🍏 Provide man-on-the-street updates at events.
- 🍏 Organize your followers with lists.
- 🍏 Connect on Twitter as an event follow-up.
- 🍏 Collaborate with other cooks: participate in Twitter chats when possible.
- 🍏 Use hashtags to extend the reach of your message.
- 🍏 Search by hashtags to measure the pulse in your industry.
- 🍏 Create your own branded hashtag.
- 🍏 Photos representing your product or service (size 940 x 788 pixels).
- 🍏 Share links from your blog articles useful to your audience.
- 🍏 Engage with others in your community.

Educate your audience. What do you want your followers to learn about your business or brand?

- 🍏 _____
- 🍏 _____
- 🍏 _____

TWITTER CHECKLIST

Monitor to Improve your Twitter Recipe Monthly

Each business is going to want to monitor different metrics based on your own recipes for success. Here are suggestions:

Track your topline Tweets and Mentions

- 🍏 Number of Followers?
- 🍏 Number of Followers you gained/lost?
- 🍏 How many times did you post during the month?

Evaluate your Tweet highlights to see what's working:

- 🍏 Which content topics are getting the most reach? What about the best engagement?
- 🍏 What type of content is getting the most reach and engagement: text, links, photos and video?
- 🍏 What is the tone of your most popular posts? Are they sharing a feeling? Are they entertaining? Informative?
- 🍏 When are your posts most popular? What time of day? What days of the week?
- 🍏 How much are you engaging with your community?
- 🍏 What type of engagements are your Tweets getting: comments or likes?
- 🍏 What type of Tweets are encouraging your followers to comment?
- 🍏 What visual components are getting the most engagement: photos or videos?
- 🍏 Which hashtags or hashtag combinations seem to get you the most response?

What could you do more of next month?

What should you do less of next month?

INSTAGRAM CHECKLIST

Goal Setting

List your top goals for marketing on Instagram:

1. _____
2. _____
3. _____

Instagram Profile Ingredients

- 🍏 Create an engaging Instagram profile bio with personality (text limit is 150 characters).
- 🍏 Decide on a business profile or personal profile account.
- 🍏 Use a tool to track your bio link traffic for personal profiles.
- 🍏 Stand out with a creative profile photo (size 1,080 x 1,080 pixels).
- 🍏 Don't be afraid to use emoticons.

Additional Ingredients for a Business Profile

- 🍏 Contact button with your phone number, email or location
- 🍏 Connection to your Facebook business page

Instagram Action Items – Review this list every week.

- 🍏 Provide a mix of content with both images and video.
- 🍏 Create an image library of usable content.
- 🍏 Devise a hashtag strategy and use hashtags with a purpose.
- 🍏 Create a branded hashtag and use it consistently.
- 🍏 Weave a theme throughout your postings.
- 🍏 Incorporate trending hashtags when possible.
- 🍏 Add memorable quotes to images.
- 🍏 Host a photo campaign or occasionally run an Instagram contest.

Educate your audience. What do you want your followers to learn about your business or brand?

- 🍏 _____
- 🍏 _____
- 🍏 _____

INSTAGRAM CHECKLIST

Monitor to Improve your Instagram Recipe Monthly

Each business is going to want to monitor different metrics based on your own recipes for success. Here are suggestions:

- 🍏 What topics are getting the most engagement?
- 🍏 What kind of engagement are you getting from your current followers, in terms of both likes and comments? Are you getting mostly comments or likes?
- 🍏 What is your engagement rate per post? Calculate this by the number of likes and/or comments divided by the number of followers.
- 🍏 There are two types of posts for Instagram: photos and videos. Which post type is getting the most engagement?
- 🍏 What kind of feedback are you getting on your posts? Do people like your photography? Content? Image angle? Are they asking questions?
- 🍏 When are the posts most popular? What time of day? What day of the week?
- 🍏 Which hashtags or hashtag combinations seem to get you the most response?
- 🍏 Does posting from one location generate more response than from others?
- 🍏 How often and at what times are people clicking on your profile or Bitly link?

What could you do more of next month?

What should you do less of next month?
