

## Social Media for Business - Action Items

### 1. What are your Social Media Goals?

- ☐ Spread awareness
- ☐ Build your brand identity
- ☐ Connect with customers and grow loyalty
- ☐ Keeping your business top of mind
- ☐ More points of contact
- ☐ Build a community
- ☐ Customer service channel
- ☐ Feedback tunnel
- ☐ A way to leverage your fans to help with promotion

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### 2. Who is your Target Market? (Age, gender, income, location, interests - what do they do for fun, etc)

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### 3. Who are you? What voice are you going to use when communicating through social media?

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4. Which Digital Media platforms will best benefit your business? List them in order of importance.

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- Start with the one at the top of your list (The key to success is to start small and go slow).
- Set it up properly – fill out all the information and think about potential customization.

5. Develop your strategy and create a plan.

- a. Who is in charge?
- b. Who will generate content?
- c. Where can you connect this platform to your overall marketing plan?
  - i. Do you have links on your website? In your email?
- d. What do you have of value that your target market wants/needs/would benefit from?

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6. Create a spreadsheet (or any other preferred method) to track your content.

7. Brainstorm and start creating.

- a. Include reminders to check your insights (if available) to reevaluate which kinds of content are the best and what was the most engaging
- b. Stay dedicated to it.

8. Don't forget to 'leave your booth' and develop relationships with influencers.