

## Social Media Strategies Checklist

Print off this checklist and tick off each step as you go through the '[Step-by-Step Social Media Strategies for Small Business Success](#)' guide on our Talk About Digital Podcast website.

### Facebook

#### Set Up Your Facebook Business Page

- Create a business page.
- Complete your business information.

#### Add High-Quality Visuals

- Upload a profile picture (your logo).
- Add a cover photo.

#### Craft an Engaging About Section

- Write a short and long description of your business.
- Fill out additional information (e.g., founding date, products).

## **Add Call-to-Action Buttons**

- Select and set up a CTA button (e.g., “Shop Now,” “Contact Us”).

## **Enable Messaging**

- Set up Facebook Messenger.
- Create automated responses.

## **Post Regularly and Engage with Your Audience**

- Create a content calendar.
- Post various types of content.
- Engage with followers.

## **Utilise Facebook Insights**

- Monitor analytics.
- Adjust your strategy based on data.

## **Run Facebook Ads**

- Create targeted ads.
- Monitor ad performance.

## **Join and Create Facebook Groups**

- Join relevant groups.
- Create your own group.

## **Update Your Page Regularly**

- Keep information current.
- Refresh visuals.

## **Grow Your Audience**

- Invite friends and customers to like your page.
- Promote your page across other platforms.
- Host giveaways and contests.
- Collaborate with influencers and other businesses.

## **Instagram**

### **Set Up Your Instagram Business Profile**

- Create a business account.
- Complete your profile information.

## **Add High-Quality Visuals**

- Upload a profile picture (your logo).
- Write an engaging bio.

## **Add Call-to-Action Buttons**

- Set up contact options.

## **Optimise Your Highlights**

- Create highlight covers.
- Add key content to highlights.

## **Post Regularly and Consistently**

- Create a content calendar.
- Post a variety of content.
- Use high-quality visuals.

## **Engage with Your Audience**

- Respond to comments and messages.
- Like and comment on followers' posts.

- Use interactive features in Stories.

### **Use Hashtags Strategically**

- Research and use relevant hashtags.
- Create a branded hashtag.

### **Collaborate with Micro-Influencers**

- Identify and collaborate with relevant micro-influencers.

### **Utilise Instagram Ads**

- Create targeted ads.
- Monitor ad performance.

### **Analyse and Adjust**

- Monitor Instagram Insights.
- Adjust strategy based on data.

### **Grow Your Audience**

- Invite friends and customers to follow.

- Promote your profile across other platforms.
- Host giveaways and contests.
- Collaborate with other brands.

## **X (Twitter)**

### **Set Up Your X Business Profile**

- Create an account.
- Complete your profile information.

### **Add High-Quality Visuals**

- Upload a profile picture (your logo).
- Add a header image.

### **Pin an Important Tweet**

- Pin a tweet that highlights a key aspect of your business.

### **Post Regularly and Consistently**

- Create a content calendar.
- Post a variety of content.
- Engage with trends and hashtags.

## **Engage with Your Audience**

- Respond to mentions and messages.
- Like and retweet relevant content.
- Use polls and questions.

## **Use Hashtags Strategically**

- Research and use relevant hashtags.
- Create a branded hashtag.

## **Utilise X Ads**

- Create targeted ads.
- Monitor ad performance.

## **Analyse and Adjust**

- Monitor analytics.
- Adjust strategy based on data.

## **Grow Your Audience**

- Invite friends and customers to follow.
- Promote your profile across other platforms.
- Host giveaways and contests.
- Collaborate with influencers and other brands.

## **LinkedIn**

### **Set Up Your LinkedIn Business Page**

- Create a company page.
- Complete your profile information.

### **Add High-Quality Visuals**

- Upload a profile picture (your logo).
- Add a cover image.

### **Craft an Engaging About Section**

- Write an overview of your business.
- List your specialties.
- Add additional details (location, contact info).

### **Add Call-to-Action Buttons**



- Add a custom CTA button (e.g., “Visit Website,” “Contact Us”).

### **Post Regularly and Engage with Your Audience**

- Create a content calendar.
- Share a variety of content.
- Engage with followers.

### **Encourage Employee Engagement**

- Encourage employees to connect with your page.
- Feature employees in posts.

### **Utilise LinkedIn Analytics**

- Monitor performance.
- Adjust strategy based on data.

### **Utilise LinkedIn Ads**

- Create targeted ads.
- Monitor ad performance.

## **Join and Create LinkedIn Groups**

- Join relevant groups.
- Create your own group.

## **Grow Your Audience**

- Invite connections to follow your page.
- Promote your page across other platforms.
- Host webinars and events.
- Collaborate with influencers and other businesses.

## **Pinterest**

### **Set Up Your Pinterest Business Account**

- Create a business account.
- Complete your profile information.

### **Add High-Quality Visuals**

- Upload a profile picture (your logo).
- Add a profile cover.

### **Craft an Engaging Bio**

- Write a concise and engaging bio.

### **Verify Your Website**

- Claim your website.

### **Create and Organise Boards**

- Create boards that categorise your content.
- Write clear descriptions for each board.

### **Pin Regularly and Consistently**

- Create a content calendar.
- Pin a mix of content.
- Use high-quality visuals.

### **Optimise Your Pins**

- Write detailed descriptions with keywords.
- Enable Rich Pins.

### **Engage with Your Audience**

- Respond to comments.
- Follow relevant accounts.
- Encourage user-generated content.

### **Utilise Pinterest Analytics**

- Monitor performance.
- Adjust strategy based on data.

### **Promote Your Pinterest Profile**

- Share your profile link.
- Integrate Pinterest with your website.
- Run Pinterest ads.

## **TikTok**

### **Set Up Your TikTok Business Account**

- Create an account.
- Switch to a business account.

### **Complete Your Profile Information**

- Upload a profile picture (your logo).
- Write an engaging bio.
- Add a website link if eligible.

### **Create High-Quality and Engaging Content**

- Understand your audience.
- Create a content calendar.
- Post a variety of content.
- Use high-quality visuals.

### **Utilise TikTok Features**

- Use trends and hashtags.
- Leverage music and effects.
- Use Duets and Stitch.

### **Engage with Your Audience**

- Respond to comments and messages.
- Like and comment on content.
- Encourage user-generated content.

### **Collaborate with Influencers**

- Identify relevant influencers.
- Collaborate with influencers.

### **Utilise TikTok Ads**

- Create targeted ads.
- Monitor ad performance.

### **Analyse and Adjust**

- Monitor analytics.
- Adjust strategy based on data.

### **Promote Your TikTok Profile**

- Share your profile link.
- Integrate TikTok with your marketing.
- Run TikTok contests and giveaways.

## **YouTube**

### **Set Up Your YouTube Business Channel**

- Create a Google account.
- Create a YouTube channel.

## **Complete Your Profile Information**

- Choose a channel name.
- Upload a profile picture (your logo).
- Create a channel banner.
- Write an engaging About section.
- Add links to your website and social media profiles.

## **Upload High-Quality Videos**

- Plan your content strategy.
- Ensure good lighting, clear audio, and high-resolution video.
- Edit videos for a polished look.

## **Optimise Your Videos for SEO**

- Write clear, keyword-rich titles.
- Write detailed descriptions with keywords and links.
- Use relevant tags.
- Create custom thumbnails.

## **Create Playlists**

- Organise your videos into playlists.

### **Engage with Your Audience**

- Respond to comments on your videos.
- Use the Community Tab to engage with your audience.
- Encourage subscriptions and notifications.

### **Promote Your Videos**

- Share videos on social media and other platforms.
- Collaborate with micro-influencers.
- Use YouTube Ads.

### **Analyse and Adjust**

- Monitor YouTube Analytics.
- Adjust strategy based on data.

### **Grow Your Audience**

- Engage with subscribers.
- Host contests and giveaways.
- Collaborate with other YouTubers or businesses.



## **Threads**

### **Set Up Your Threads Business Profile**

- Download the Threads app.
- Sign in with your Instagram account.
- Ensure profile name and picture match Instagram.

### **Complete Your Profile Information**

- Upload a profile picture (your logo).
- Write an engaging bio.
- Add a website link.

### **Create High-Quality and Engaging Content**

- Understand your audience.
- Create a content calendar.
- Post a variety of content.
- Use high-quality visuals

### **Utilise Threads Features**

- Use status updates.



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- Leverage the Close Friends list.
- Enable Auto Status.

### **Engage with Your Audience**

- Respond to messages.
- Like and comment on content.
- Encourage user-generated content.

### **Collaborate with Industry Micro-Influencers**

- Identify relevant industry micro-influencers.
- Collaborate with industry micro-influencers.

### **Promote Your Threads Profile**

- Share your profile link.
- Integrate Threads with your marketing.
- Run promotions and giveaways.

### **Analyse and Adjust**

- Monitor engagement.
- Adjust strategy based on data.

## **Grow Your Audience**

- Invite friends and customers to follow.
- Host events and live sessions.
- Cross-promote with other businesses.

## **Reddit**

### **Set Up Your Reddit Business Account**

- Create an account.
- Verify your email.

### **Complete Your Profile Information**

- Upload a profile picture (your logo).
- Write an engaging bio.

### **Join Relevant Subreddits**

- Research and join relevant subreddits.
- Read and follow subreddit rules.

## **Engage with the Community**

- Participate in discussions.
- Share valuable content.
- Avoid over-promotion.

## **Create and Share High-Quality Posts**

- Create a content calendar.
- Share a variety of content.
- Write engaging titles.

## **Host an AMA (Ask Me Anything)**

- Plan your AMA.
- Promote your AMA.
- Engage actively during the AMA.

## **Utilise Reddit Ads**

- Create targeted ads.
- Monitor ad performance.

## **Analyse and Adjust**

- Monitor engagement.
- Adjust strategy based on data.

### **Promote Your Reddit Profile**

- Share your profile link.
- Integrate Reddit with your marketing.
- Host contests and giveaways.

## **WhatsApp**

### **Set Up Your WhatsApp Business Account**

- Download WhatsApp Business app.
- Register your business phone number.
- Verify your number.

### **Complete Your Business Profile**

- Enter your business name.
- Upload a profile picture (your logo).
- Fill out your business details.

### **Set Up Automated Messages**

- Set up a greeting message.
- Set up an away message.
- Create quick replies.

### **Organise Your Contacts**

- Use labels to organise contacts and chats.

### **Create a Product Catalog**

- Add products or services to your catalog.

### **Engage with Your Customers**

- Respond promptly to messages.
- Personalise communication.
- Use broadcast lists.

### **Promote Your WhatsApp Profile**

- Share your WhatsApp number.
- Create a WhatsApp Click-to-Chat link.
- Generate a QR code for your profile.

## **Utilise WhatsApp Status**

- Share updates on WhatsApp Status.
- Engage with viewers of your status.

## **Analyse and Adjust**

- Monitor engagement.
- Adjust strategy based on data.

## **Grow Your Audience**

- Invite customers to connect on WhatsApp.
- Run promotions and contests.
- Offer exclusive deals to WhatsApp contacts.

By using this checklist and following the related guide on the TAD website you will understand everything you need to know to grow your brand awareness and drive new customers via the different social media platforms. Remember that it is important that you invest your time into the right platform (the ones your potential customers engage on).

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.