

# A checklist for getting started on social

- 1. Pick your social channels**  
Consider which channels make the most sense based on your industry and audience
- 2. Complete your profiles**  
Make your business easier to find in search results and show off your brand identity with a fully developed profile.
- 3. Follow other businesses, brands and prospects**  
Don't be an island on social - you can show you're an active participant and get plenty of inspiration on how to use social platform by following others.
- 4. Keep an eye on your mentions**  
Timeliness is key when making the most out of your interactions with followers and fans.
- 5. Define your content strategy**  
Consider your marketing goals to determine the best approach to content and hashtags.
- 6. Assemble your content calendar**  
Plan & schedule your content in advance to keep your audience engaged & save you time.
- 7. Engage with others**  
Remember that social media is a conversation - take the time to reach out & connect with followers & potential new fans regularly.
- 8. Find your brand voice**  
A distinct brand voice will reinforce your brand identity & help you stand out on social.
- 9. Promote your social channels**  
Don't rely just on social channels to get followers - you can promote your profiles in many other marketing channels.
- 10. Monitor your social presence**  
After your profiles are up and running, keep an eye on your growth with analytics & reporting.

