

## Your Social Media Marketing Checklist

Success with your Social Media Platform requires a consistent daily action plan. Here is a 30 minute daily action plan.

This action plan "assumes" a few things – you have a personal blog or website to guide people back to so they can learn more about you, your business and products; you have a lead capture/auto-responder web form on your site or blog; you have created a power profile on your social sites.

If these steps have not been completed, here are resources to assist you in understanding "WHY" and getting it done –

<http://jackieulmer.com/jackie-recommends/your-online-business-system-set-up/>

### Let's Get Busy Connecting Online

	<b>Morning – 10 -15 minutes</b>						<b>Optional</b>	<b>Optional</b>
		Mon	Tue	Wed	Thu	Fri	Sat	Sun
<b>TweetDeck or HootSuite (Twitter)</b>	Schedule Tweets for Day; can use previous content such as YouTube Videos; Blog Posts; etc.							
	Check @mentions and engage/interact							
	Post thanks you's for RT's and #FF (Follow Fridays)							
<b>Facebook Profile Page</b>	Create 1 engaging post – remember 1/3 social; 1/3 personal; 1/3 business rule							
	Check notifications and engage/respond as needed							
	Interact with Live and Newsfeed (comment, share, like)							
	Check inbox and respond							

	Friend/Group/Page Requests							
	Acknowledge Birthdays							
	Engage/Interact in primary groups and pages							
	Add a Facebook Note; again, 1/3 business; 1/3 social; 1/3 personal (once or twice weekly)							
<b>Facebook Business Page</b>	Create 1 engaging post – business or informational							
	Engage and interact on any questions or comments							
	<b>Afternoon –10 minutes</b>							
<b>BLOG</b>	Add new BLOG Post or Video (1 -5 times weekly, pre-written)							
	Approve/respond to comments							
<b>Linked In</b>	Check Inbox and Friend Requests							
	Request and offer Recommendations (1 time weekly, only to those you know)							
	Check Group Activity; find groups in niche							
	<b>Evening –5 - 10 minutes</b>							
<b>TweetDeck or HootSuite (Twitter)</b>	Monitor activity and interact							
<b>Facebook Personal and Business Page</b>	Monitor and Interact							
	<b>Weekly Additional Activities</b>							
<b>YouTube</b>	Create 2-4 Videos, 2-3 minutes to post on YouTube; upload to							

	Facebook and Post on Blog							
<b>Upload to other Video Marketing Sites</b>	TubeMogul; Vidler; Vimeo, etc.							
	Make Friends, add comments to other videos in your niche							

**Notes and Comments:**

One key to being very effective is to schedule blocks of time for content creation. For instance, spend 1-3 hours once or twice a month creating blog posts for the following months; schedule a 2-3 hour block and shoot 6-8 videos; create a NotePad file with future tweets/updates of old content that is still relevant. Content can be re-purposed and use again. A video that you created last year can be re-tweeted and posted to your social sites once a month for more activity.

Don't forget that blog posts can also be converted to Facebook Notes and posted on Article Sites. You'll want to change the content around slightly so it is not exactly duplicated.

Remember that these are social sites, so you want to make your action plan social as well as business. I use a 1/3 policy – 1/3 business (generic only, no blatant advertising of your business or products!); 1/3 social (recipes, sports, newsworthy items) and 1/3 personal (what the family is doing, without giving out too much information!)

**About Jackie Ulmer:**



Jackie Ulmer is a Direct Sales and Network Marketing veteran, industry coach and MLM author. She stuck one toe in the profession of Network Marketing in January, 1994 and soon found she was addicted to the fun, personal growth, income and advantages that being one's own boss offers. Six years into her

business, she began exploring the possibilities that the Internet offered as a tool in her business.

Today, she's built a solid six figure income using the Internet to build her Network Marketing business while maintaining the roles of wife, mom, cab driver, and social coordinator. Social Media marketing is the platform she enjoys using, learning and coaching on. When used correctly, this method of business building is extremely powerful and far reaching. Her passion is empowering women and young entrepreneurs to believe in themselves and reach for the stars. Contact her through her website at:

<http://www.JackieUlmer.com>

If you'd like to learn more about how Jackie has personally sponsored over 1000 people into her primary company using Social Media Marketing, get her e-book – "MLM; the Internet and YOU!"

<http://www.StreetSmartCoach.com/online.html>

<http://www.StreetSmartCoach.com/Social-Networking-Online.html> - this is her CD series on using Social Media Marketing, and Facebook to attract and sponsor into your business!