

Social Media System Worksheet

Refer to the Social Media System pages for more details. You'll get the best results if you provide very specific answers to these questions.

1. What one or two social media platforms are you committed to using?

2. What are your social media goals?

3. What are you going to do on your social media platforms in order to achieve these goals?

4. Do you need an RSS Reader (Feedly, etc.) to keep track of certain people and businesses? Is your reader set up already or do you still need to set it up?

5. How are you going to use social media to show your personality and share information that is valuable to your followers and the people you're following?

Social Media System Worksheet

6. What is your schedule for setting up your preplanned posts?

7. What type of information are you going to share on a regular basis? Are you going to share certain types of information on certain days of the week (e.g., inspirational quotes on Thursdays)?

8. What is your schedule for handling your day-to-day social media interactions (reviewing posts, commenting, and replying)? How many times a day are you going to be on the sites and for how long?

9. How are you going to keep track of your posts so that you can reuse them every so often?

10. Are you going to use Hootsuite or Buffer to schedule posts in bulk? If you don't have a free account, when are you going to create yours?