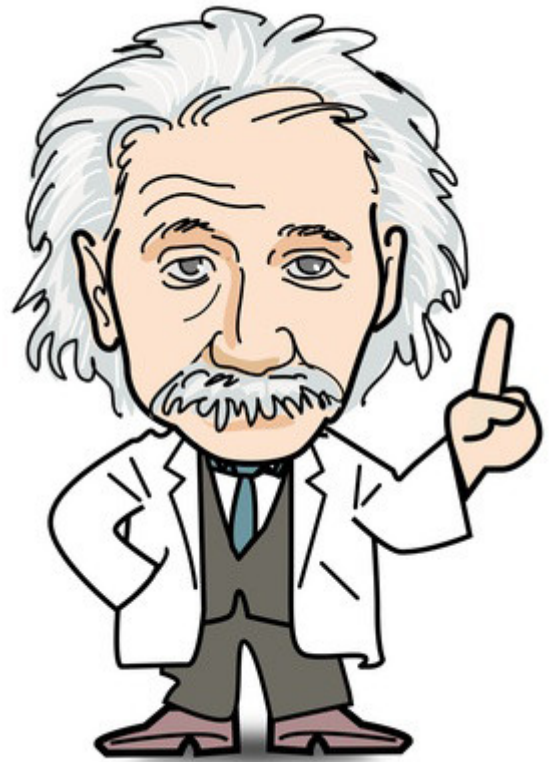


As a small or new business owner, social media can be daunting. With you in mind, we've created a short, social media checklist that you can use to get started reaching new leads, engaging with existing customers, and increasing your brand's power.



1. Know your target market / buyer persona
2. Identify the right platform for your target market
3. Define your content strategy - The amount of times per week/month will you develop new content to share with your target market.
4. Create an implementation plan - how often; when (time of day/day of week); what (blogs, video, ebooks, whitepaper, trivia, polls, etc.); to whom; and how it ties back to your business goals.
5. Engage with followers / use hashtags
6. Measure and track the platform's engagement, reach, links to website, etc.

Like this list? Then go ahead and [download the checklist](#).