

# hero<sup>x</sup> social media checklist

<h2>facebook</h2> <ul style="list-style-type: none"><li><input type="checkbox"/> Find and "Like" 5 Pages</li><li><input type="checkbox"/> Comment on 2 Pages a day</li><li><input type="checkbox"/> 2 posts a day related to your brand</li><li><input type="checkbox"/> Always include a Call To Action (i.e. comment, like, share)</li><li><input type="checkbox"/> Add hashtags so your posts appear on trending topics</li></ul> <p><b>pro tip</b> Don't forget to tag people and pages in your posts</p>	<h2>twitter</h2> <ul style="list-style-type: none"><li><input type="checkbox"/> 3 new Tweets a day (Can be business related, fun/social, promotional. Try to amplify your followers' communities)</li><li><input type="checkbox"/> Add #tags so your posts appear on trending topics</li><li><input type="checkbox"/> 2 reTweets a day</li><li><input type="checkbox"/> Follow 10 new people a day</li></ul> <p><b>pro tip</b> Add comments w/ reTweets (E.G. Awesome! RT @InnoCentive How #crowd-sourcing uncovers new Cancer-killing compound. <a href="http://bit.ly/18uUQDz">http://bit.ly/18uUQDz</a>)</p>	<h2>LinkedIn</h2> <ul style="list-style-type: none"><li><input type="checkbox"/> Connect with 3-5 new people a week</li><li><input type="checkbox"/> Follow 3 new companies a week</li><li><input type="checkbox"/> Request 1-2 new recommendations a week</li><li><input type="checkbox"/> Repost all blog posts on newsfeed</li></ul> <p><b>pro tip</b> Post a relevant industry news item on newsfeed with a Call To Action</p>
<h2>Pinterest</h2> <ul style="list-style-type: none"><li><input type="checkbox"/> Create a new Pin board relevant to your business every week &amp; tweet about it</li><li><input type="checkbox"/> Allocate 15-20 minutes a day to add to your existing boards</li><li><input type="checkbox"/> Encourage followers to Pin to your boards</li><li><input type="checkbox"/> Follow 3-5 new Pinners a week</li></ul> <p><b>pro tip</b> Always use appropriate keywords and hashtags in your pins, boards and descriptions</p>	<h2>Instagram</h2> <ul style="list-style-type: none"><li><input type="checkbox"/> Post 1 photo per day</li><li><input type="checkbox"/> Use appropriate hashtags in your descriptions</li><li><input type="checkbox"/> Follow 10 new people a day</li><li><input type="checkbox"/> Comment on 5 follower posts a day</li><li><input type="checkbox"/> Like 20-30 your of follower's images per day</li><li><input type="checkbox"/> Tag the location of your photo when applicable</li></ul> <p><b>pro tip</b> Try to use these images on all platforms. Link back to the community whenever possible!</p>	<h2>foursquare</h2> <ul style="list-style-type: none"><li><input type="checkbox"/> Check in to your office daily</li><li><input type="checkbox"/> Encourage coworkers to join Foursquare and follow</li><li><input type="checkbox"/> Seek out your new Twitter followers through Foursquare</li><li><input type="checkbox"/> Create checkins for all your special events &amp; promote in advance of the event.</li><li><input type="checkbox"/> Add 2-3 tips &amp; reviews on local establishments per week</li></ul> <p><b>pro tip</b> Repost your Foursquare checkins on Twitter with appropriate commentary</p>
<h2>Blog/Blogger Outreach</h2> <ul style="list-style-type: none"><li><input type="checkbox"/> Write 1 blog post a day</li><li><input type="checkbox"/> Reach out to community bloggers &amp; comment on 2-3 blogs per day</li><li><input type="checkbox"/> Look for 1 new blog a day to bookmark &amp; follow</li><li><input type="checkbox"/> Repost all blog content on applicable social platforms (FB/Twitter/G+/LinkedIn)</li></ul> <p><b>pro tip</b> Connect with new blogs on their other social platforms (Twitter/Instagram/FB/G+)</p>	<h2>Google+</h2> <ul style="list-style-type: none"><li><input type="checkbox"/> Add 5 new people to your circles per day</li><li><input type="checkbox"/> Share new and relatable content to your business 2x a day</li><li><input type="checkbox"/> Offer &amp; host a Google + Hangout session for an industry related topic 1x week</li></ul> <p><b>pro tip</b> Make sure your posts are set to public, use #tags, &amp; categorize followers if possible</p>	<h2>reddit</h2> <ul style="list-style-type: none"><li><input type="checkbox"/> Create a subreddit group for your community</li><li><input type="checkbox"/> Create 1 new thread a day</li><li><input type="checkbox"/> Monitor new threads with automated email alerts</li><li><input type="checkbox"/> Participate in 2-3 Reddit threads a day unrelated to your company</li><li><input type="checkbox"/> Perform AMA interviews when applicable</li></ul> <p><b>pro tip</b> Engage don't promote. Reddit offers you an opportunity to engage directly with your community</p>