

SOCIAL MEDIA ACTION PLAN

BEFORE you jump into social media, make a social media action plan. The plan can be very simple, just address the following questions:

Why do I want to use social media? <input checked="" type="checkbox"/> I want to connect with my current customers. <input checked="" type="checkbox"/> I want to build a new customer base. <input checked="" type="checkbox"/> I want to learn from other people in my industry. <input checked="" type="checkbox"/> I want to be an expert in my industry and share my ideas.	
What do I hope to get out of social media?	
Which social media outlets will help me reach my goals? <input checked="" type="checkbox"/> Facebook <input checked="" type="checkbox"/> Twitter <input checked="" type="checkbox"/> YouTube <input checked="" type="checkbox"/> Others	
How can I best use social media to reach my goals?	
Who will be responsible for managing and updating all social media accounts? <input checked="" type="checkbox"/> I will be. <input checked="" type="checkbox"/> One Staff Member / Family Member <input checked="" type="checkbox"/> We will share responsibility.	
When will the management / updating of the accounts take place? <input checked="" type="checkbox"/> Every morning <input checked="" type="checkbox"/> Once a week	

REMEMBER

The **KEY** to using social media effectively for your business is to use it as a tool to develop relationships. Social media should not be you inundating others with information about your business. Social media should be you interacting with your customers, building relationships, etc.

You don't need to be on every social media platform. Start with one and learn to use it well. That might be enough to accomplish your goals, or you might decide you want to try another social media platform.