

Social Media Check Up

Company _____ Name _____



What platforms do you use? _____

How often do you post to your social? _____

Do you share other businesses' content? _____

Do you tag other businesses? _____

Do you use hashtags? _____

Do 20% or more of your posts contain a call to action to send visitors to a web destination? _____

Are you using images in your posts? _____

Are you using video in your posts? _____

Do you connect with other businesses/organizations, groups, communities on social? _____

How did you do?

The number of "yes" answers indicates the robustness of your social media marketing strategy:

1-3 Yes... You could use some help getting a plan together

4-6 Yes... You're on the right path just need some guidance

6-8 Yes... Getting warmer; you're an active user

9-11 Yes... You've got this; let me polish the edges for you!

Hannah/Gold Communications is a full-service marketing and social media agency with specialties in marketing strategy, social and digital media, and social advertising. We are excited to have this chance to meet with you and look forward to helping you enhance your social media marketing strategy.

Do you have a social media calendar? _____

A social media calendar gives you a clear prediction of what topics and calls to action your company will promote on social media. It's a snapshot of your month's activity on social and can be used to schedule regular company posts, community event shares, news and tech shares, and special holidays.

Are you choosing the right channels/platforms? _____

What do you want your social media to accomplish? If you are a business promoting to another business, your choices may lean more towards LinkedIn, while a retailer might choose Instagram. Which have you chosen and why?

Do you have a consistent voice and brand? _____

A consistent style guide helps your business maintain a recognizable brand across every channel. The way you "speak," your images, your logo, and your color scheme can help others who manage your social to maintain your brand and voice across multiple platforms.

Do you consider analytics? _____

Looking at social media metrics and insights gives you valuable feedback on who is viewing your posts and who is engaging with them. For example, FB's Insights can even tell you what time of day your followers are engaging with your page. Tracking analytics also gives you a way to measure your return on investment when running paid ads on social,

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