



*Social media is a long game. You have to build genuine relationships with people and that does not happen over night.*

Aerial Guest

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# Social Media Checklist

1. Define your social media goals: Determine what you want to achieve through social media. Is it to increase brand awareness, generate leads, drive traffic to your website, or something else?
2. Identify your target audience: Who are your ideal customers and what social media platforms do they use?
3. Audience Analysis: Closely look at what your audience engages with and when. This will tell you the type of content you should mainly create and when to post.
4. Create a content strategy: Plan your content ahead of time and consider what type of content your target audience wants to see. Be sure to mix it up with different formats, such as images, videos, and blog posts.
5. Develop a posting schedule: Determine how often you want to post and when you want to post. Use social media scheduling tools to help you automate your posts.
6. Engage with your audience: Respond to comments and messages in a timely manner, and use social listening tools to monitor brand mentions.



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7. Analyze your results: Use social media analytics tools to track your performance and adjust your strategy as needed.
8. Stay up-to-date: Keep up with the latest trends and algorithm changes on each social media platform to ensure that your content stays relevant.
9. Build relationships: Connect and collaborate with other businesses and influencers in your industry to expand your reach and grow your following.
10. Advertise strategically: Use paid social media advertising to reach a larger audience and target specific demographics.
11. Monitor and manage your reputation: Keep an eye on your online reputation and address any negative feedback or reviews promptly.
12. Remember to go with the flow and perfection is unrealistic. You need to be authentic.

# What I can do for you!

Interested in having me coach or run your social media for you? Go no further! I have an extensive background of growing audiences while coaching you to create genuine and engaging content that will boost sales and brand awareness. Let's get you set apart from the rest.



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