AppMaven's Social Media Startup Checklist – 2016

Step	Action	My Notes

Pick one platform to start	☐ Pick one platform to concentrate on (I suggest developing your LinkedIn profile first and starting to engage in the various groups and discussions)
	    ☐ LinkedIn
	    ☐ Facebook
	    ☐ Twitter	

Develop your profile	☐ Develop your profile as completely as possible – become an "all-star"
	    ☐ Screen name
	    ☐ Avatar - picture
	    ☐ Cover image
	    ☐ Summary
	    ☐ Key words about you/tagline
	    ☐ URL - create "vanity URLs"
	    – www.LinkedIn.com/in/BethWingate
	    – @Beth_Wingate (Twitter)
	    – www.facebook.com/LohfeldConsulting
	    – www.facebook.com/AppMaven	

Look at groups/ lists of interest	☐ Determine which correspond to your interests ☐ Join applicable lists and groups	
Start developing your thought leadership niche	☐ Determine your niche ☐ Investigate what types of content are being developed (what's out there now) ☐ Start writing blog posts either on a company blog or as long-form LinkedIn posts that can be copied to a company blog once that's set up or into a newsletter	

Expand to additional platforms	☐ Once you get everything set up and working on LinkedIn expand your social networks
	    ☐ Twitter
	    ☐ Facebook
	    ☐ Others	

Remember: social media takes time	☐ Commit to "participating" a certain amount of time each day or week (this isn't something you can do only periodically and expect to make an impact)	

Reading List

☐ *The Art of Social Media* by Guy Kawasaki and Peg Fitzpatrick

☐ *Content Marketing - Think Like a Publisher* by Rebecca Lieb

☐ *Content Rules - How to Create Killer Blogs, Podcasts, Videos, ebooks, Webinars (and More) that Engage Customers and Ignite Your Business* by Ann Handley and C.C. Chapman

- *27 Facebook marketing mistakes businesses make and how to fix them* by Jim Edwards
- *The New Rules of Marketing and PR by David Meerman Scott*
- *The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly* by David Meerman Scott
- *The Social Customer - How brands can use social CRM to acquire…* by Adam Metz
- *Social Media for business!* by Martin Brossman and Anora McGaha
- *Social Marketing Superstars - Social Media Mystery to Mastery in 30 Days* by Cydney O'Sullivan
- *100+ blog post title templates that grab attention* (Twelveskip) http://goo.gl/54YHmU
- *Everything you need to know about LinkedIn endorsements* (Forbes) http://goo.gl/C4eQ5r
- *LinkedIn Tips: 5 ways to manage endorsements* (InformationWeek) http://goo.gl/jX2aYT
- *LinkedIn Endorsements: Do's and don'ts* (InformationWeek) http://goo.gl/x5DohK
- *Why getting LinkedIn endorsements doesn't mean you're special* (Jeff Chatterton) http://goo.gl/Cm1r0B
- *How to use the LinkedIn publishing platform* (Hootsuite) https://goo.gl/cmKZiA
- *A Beginner's Guide to Publishing on LinkedIn Pulse* (Hubspot) http://goo.gl/UVKv6Y
- *How to Use LinkedIn Publisher to Get More Visibility* (Social Media Examiner) http://goo.gl/yG86vt
- 3 Genius ways to find Twitter lists in your niche industry (Post Planner) https://goo.gl/TmkqHR

Suggested tools to facilitate and automate your social media work

Tool	Purpose	Tool	Purpose
Act-On	Marketing automation and email marketing software with social media connectors for Twitter and Facebook (web, iOS), $600–2,000/month	Friends+Me	Schedule and cross-promote Google+ content across multiple social networks (laptops, tablets, smartphones, Google+, Chrome extension), Free–$59/month per user
Buffer	Send and schedule Twitter, Facebook, LinkedIn, Instagram, Google+, and Pinterest posts (iOS, Android, web), Free and paid upgrades for additional capabilities	Twitter	Social network for short (140 characters of text), frequent messages (web, iOS, Android), Free
Sprout Social	Social media management platform, including monitoring, social CRM, publishing, analytics, collaboration, mobile for LinkedIn, Twitter, Facebook, Google+, Instagram), $59–$500/month per user, Free trial	LinkedIn	Business social networking tool (web, iOS, Android), Free
HootSuite	Send and schedule Twitter, Facebook, and Foursquare updates (iOS, Android), Free and paid upgrades for additional capabilities	Facebook	Social networking website (web, iOS, Android), Free
MyPad+	Manage multiples profiles for Facebook, Instagram, and Twitter (iOS), $0.99	Pinterest	Create pin boards of ideas, projects, etc. to share with others (web, iOS, Android), Free
WordPress	Blog management, post creation (PC/Mac, iOS, Android, web), Free	Flipboard	Personalized magazine app to review updates on Facebook, Twitter, Google+, Flickr, Instagram, and others in a magazine format (web, iOS, Android), Free