

# SOCIAL MEDIA CHECKLIST

Tasks & Tips	Notes
<p>★ Define your Target Market.</p>	
<p>★ Choose sites that will help you promote your music &amp; connect with your fans, including social sites &amp; music-specific sites. Use only the pages you will actively update.</p>	
<p>★ Write down your usernames, passwords, and other important account information using the Social Media Workbook.</p>	
<p>★ Complete all sections of each account BEFORE using them (upload relevant media, post a concise bio, include links to other sites, etc.)</p>	
<p>★ Develop a social media plan for at least the next 6 weeks. It should complement your overall marketing plan. Include short-term objectives, key metrics, and tactics.</p>	
<p>★ Define your online personality.</p>	
<p>★ Plan your important posts ahead of time to make sure the types are varied - music, links, videos, questions, personal stories, etc. Be mindful of the sites that require frequent updating.</p>	
<p>★ Use apps (i.e. Hootsuite, Viraltag) to efficiently manage your accounts &amp; auto-post for you.</p>	
<p>★ Cross-promote your accounts. Share blog posts on Twitter, display links on your website, post on FB to encourage follows of your IG account, etc.</p>	
<p>★ Stay active and engaged. Remember that building a strong fanbase takes time and organic connections. DO NOT SPAM!</p>	