



DAILY ACTIONS to make your Social Media work for you





by Anita Timewell



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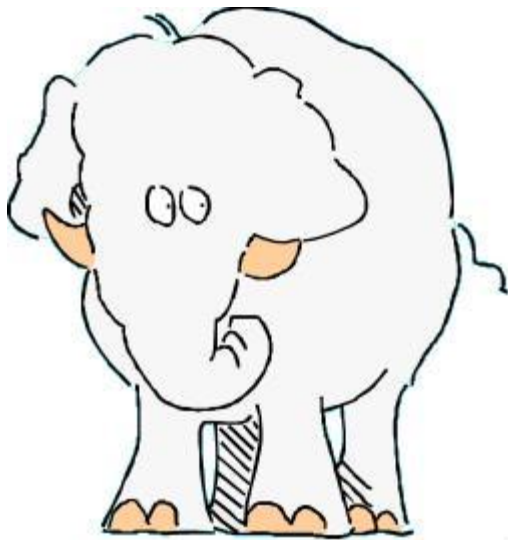
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CHAPTER 1:

The white elephant



40% 
of Twitter accounts
have never sent a
single tweet.
Source: Hubspot

It is not enough to have all your Social media accounts setup and sitting pretty. If you don't have frequently updated content your facebook page might as well be the white elephant in the room.

Companies are now also judged on their social media accounts and the activity on those accounts often speak louder than words.

In this eBook we look at what needs to be done on a daily basis to ensure better user engagement as well as increased lead generation.

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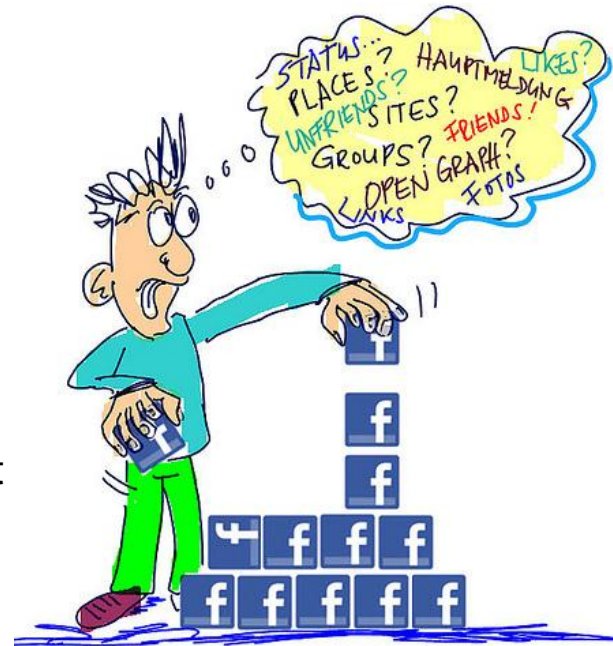




CHAPTER 2:

Daily Actions for Facebook

- Post at least once a day about topics relating to your business (images, videos, questions, links, etc.)
- Check for wall posts and messages.
- Check any comments made, good or bad.
- Respond to posts and comments as soon as possible.
- Ask for recommendations.
- Ask people to comment, like and share posts.
- Invite new friends daily.
- Check Insights: which posts are most viral? Try duplicate your successes.
- Find and like a new page relating to your business.
- Research your competitors.



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CHAPTER 3:

Daily Actions for Twitter

- Tweet at least once a day about topics relating to your business (blogs, fun & interesting, links, etc.)
- In tweets, mentions and direct messages - Look out for:
 - Relevant questions about your company.
 - Relevant questions about your industry.
 - Requests for support.
 - Complaints and feedback - handle promptly.
 - Praise - mark as favourite + reply or retweet.
- Research your competitors.
- Keyword searches for topics of interest.
- Use [Twitter.com/search](https://twitter.com/search) to interact with industry leaders.
- Use #hashtags to highlight keywords.
- Retweet at least one interesting tweet per day.
- Follow 2 new people per day.



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CHAPTER 4:

Daily Actions for Pinterest

- Pin at least one image a day about topics relating to your business (images, videos, blogs, etc.)
- Make sure all your images are linked to the relative place e.g. your website.
- Use keywords in your pin descriptions and board titles.
- Create fun images, infographics and memes that would appeal to your audience.
- Check the recent activity for leads.
- Check any comments made, good or bad and respond where necessary.
- Invite new friends daily.
- Research your competitors.
- Follow at least one interesting and relevant company or pin board per day.



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CHAPTER 5:

Daily Actions for LinkedIn



LinkedIn

CHECK UP!

- Post relevant content to your business page (blogs, articles, questions, etc.)
- Check for invitations to connect.
- Ask for recommendations for your products/services on your company page.
- Invite new friends daily to connect.
- Find and follow other company pages relating to your business.
- Join relevant groups in your industry/area.
- Join and start group discussions by posting relevant articles.
- Become an expert in your field and answer questions in the Answers section.
- Research your competitors.

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