

SOCIAL MEDIA CHECKLIST

SIMPLE SOCIAL MEDIA TIPS +
MY FAVORITE TOOLS

THINGS YOU MUST HAVE AND DO...

HI-RES COVER ART WITH DESCRIPTION OF BUSINESS AND LINK TO BIZ PAGE OR CURRENT OFFER.

HI-RES PROFILE PICTURE WITH DESCRIPTION OF BUSINESS AND LINK TO BIZ PAGE OR CURRENT OFFER.

POST 2-4 TIMES CONSISTENTLY PER DAY.

POSTS ARE WITH HIGH RES PHOTOS AND AT LEAST ONE TIME PER DAY ADD VALUE TO YOUR READERS. EXPLAIN WHY SOMETHING MATTERS TO YOU.

TRY TO NOT POST OVER 3 PARAGRAPHS IN ONE POST.

MAKE SURE YOUR BIO ON EACH PLATFORM IS CLEAR AND HAS A LINK WHERE PEOPLE CAN FIND OUT MORE INFO.

MAKE SURE WHEN YOU CREATE GRAPHICS, YOUR TEXT IS ALWAYS THE SAME FONT. OF YOUR BRANDING.

ON INSTAGRAM MAKE SURE THE FEEL OF THE PICTURES IS CONSISTENT BUT DON'T PUT VERY SIMILAR IMAGES NEXT TO EACHOTHER.

IF YOU ARE DOING A SELFIE - HAVE GOOD LIGHTING AND A GOOD ANGLE. NO ONE LOOKS GREAT FROM BELOW IN LOW LIGHT. IN A PINCH USE THE LIGHT FROM YOUR REFRIGERATOR

REMEMBER TO BE YOU! SHARE YOUR LIFE, EXPERIENCES, AND THOUGHTS. YOU ARE SPECIAL AND UNIQUE. THE WORLD NEEDS TO HEAR FROM YOU!

MY FAVORITE TOOLS

CANVA.COM - THE PLACE TO CREATE ALL YOUR GRAPHICS

ENLIGHT PHONE APP - MAKE YOUR PICS LOOK FANTASTIC!

CONVERTKIT - THE PLACE TO BUILD YOUR EMAIL LIST.

LATER.COM - INSTAGRAM SCHEDULER.

IPHONE 7+ - WHERE I WORK FROM THE MOST

BLUE YETI MIC - HOW I RECORD PODCASTS

BLUBRRY - WHERE I HOST MY PODCASTS

BIT.LY - WHERE TO SHORTEN AND CUSTOMIZE LINKS.

WORDPRESS - MY WEBSITE PLATFORM

GODADDY - WEBSITE HOSTING

PEXELS.COM - WHERE TO GET GREAT FREE STOCK PHOTOS