

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