

SOCIAL MEDIA HOUSEKEEPING

CHECK YOUR ANALYTICS

**What resonates well with your audience?
Understand what content drives what behaviour,
whether it's reach, engagement or shares**

WHO IS YOUR IDEAL CUSTOMER?

**Who is your most valuable customer?
Consider age / location / lifestyle / how do they use
social media / what content might they want to see**

WHAT QUESTIONS CAN YOU ANSWER?

**Compile a list of customer FAQs and think of
posts and content which could address these**

CUSTOMER PAIN POINTS

**What problems can you solve for your customers?
List them, and think of ways to proactively
communicate your solutions**

FINALLY, ARE YOU BEING SOCIAL ENOUGH?

**Spend time researching communities, local businesses, industry contacts, journalists, micro influencers,
and list them here. Then follow and engage authentically, building your network**

