

The Daily Social Media Workouts™

“A sense of curiosity is nature's original school of education.” — Smiley Blanton

<input checked="" type="checkbox"/>	FACEBOOK	FREQUENCY
<input checked="" type="checkbox"/>	Broadcast updates with CTAs and links to the website. Use Google Analytics Builder and bit.ly tracking links. (See end of this document for directions)	3-4x/week
<input type="checkbox"/>	Respond to comments and messages	As needed
<input type="checkbox"/>	Monitor partners' pages and interact or reshare	Weekly
<input type="checkbox"/>	Monitor for mentions of [company]	2-3x/week
<input type="checkbox"/>	Invite new people who liked our posts to like the page	As needed

<input checked="" type="checkbox"/>	TWITTER	FREQUENCY
<input checked="" type="checkbox"/>	Schedule 3-5 original tweets with strategic hashtags. Use Google Analytics Builder and bit.ly tracking links.	Daily M-F
<input type="checkbox"/>	Respond to messages and replies	As needed
<input type="checkbox"/>	RT posts from at least 2 targets	Daily M-F
<input type="checkbox"/>	RT posts you're tagged in and ideally add a comment	As needed
<input type="checkbox"/>	Monitor for mentions of [company]	2-3x/week
<input type="checkbox"/>	Follow targets and people who mention us (& clean up as needed)	As needed
<input type="checkbox"/>	Network with influencers (bloggers, media, partners)	Daily M-F

<input checked="" type="checkbox"/>	INSTAGRAM	FREQUENCY
<input checked="" type="checkbox"/>	Post original or user-generated image	3-4x/week
<input type="checkbox"/>	Update link in bio as needed for new blog posts or promotions. Use Google Analytics Builder and bit.ly tracking links.	As needed
<input type="checkbox"/>	Respond to comments and messages	As needed

<input type="checkbox"/>	Reshare tagged photos via Instagram Stories	Daily M-F
<input type="checkbox"/>	Monitor popular, complementary hashtags and like/comment/follow photos that use them	2-3x/week
<input type="checkbox"/>	Network with influencers (bloggers, media, partners)	Daily M-F
<input type="checkbox"/>	Refer to this blog post for Instagram tips and hacks!	As needed

<input checked="" type="checkbox"/>	LINKEDIN (we recommend using a personal account)	FREQUENCY
<input checked="" type="checkbox"/>	Share helpful and intriguing content (curated content or your thoughts on business topics, with questions to trigger conversation). Focus on teaching and helping	Daily M-F
<input type="checkbox"/>	Share posts with your commentary and link to blog posts on your website	As needed
<input type="checkbox"/>	Respond to comments left on your posts	At least once a week
<input type="checkbox"/>	Search for mentions of [keywords] and scan for posts and comments from target industry leaders.	3-5 times per week
<input type="checkbox"/>	“Like,” and “comment” on targets’ posts	5-10 per session
<input type="checkbox"/>	Monitor for mentions of [company] and acknowledge/reply	2-3x/week
<input type="checkbox"/>	Encourage employees to connect with each other and reshare your content	As needed
<input type="checkbox"/>	Join LinkedIn groups and pods and share your content, add comments, share news when appropriate	Weekly
<input type="checkbox"/>	If using “sales navigator” search targets and add 100+ of them as leads	Once a month
<input type="checkbox"/>	Look at lead shares in sales navigator and “like,” “comment” and share where appropriate	3-5 times per week

Blog promotion schedule

For each new blog post, schedule:

- 8-10 tweets
- 5 LinkedIn posts
- 5 Facebook posts
- Instagram posts as needed

Each post MUST have a different lead copy. For Twitter, every day the first 5 days, once the week after, once the month after, once two months after, once 6 months after, once a year after. For LinkedIn, and Facebook, once the first week, once the second week, once a month later, once 6 months later, once a year later.

Tracking Website Traffic

USE THIS URL TO CREATE YOUR GOOGLE ANALYTICS UTM-TAGGED SOURCE CODED LINKS:

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

- For ease of tracking, always use lowercase for all parameters
- Set a standard and always use the same language for the same parameters: for example, don't use Facebook Ad and FB ad.

Need More Help?

Reach out via email mana@lightspandigital.com, or give us a call: 773.442.2448