

RCR MARKETING SOLUTIONS

Social Media Health Check





Why is a Health Check Important for the Profiles I Manage on Social Media?

When you are managing several social profiles across a number of platforms, it is vital to know what is working in your social strategy, and identify where you can gain higher results. Like any other health check, a *social media health check* will help you identify successes and shortcomings in your social strategy and will help you boost your online presence.

A *Social Media Health Check* will enable you to identify what is and isn't working and what can be improved across your social media channels. Whether you have a long-forgotten YouTube profile with 5 followers or a neglected Facebook page.

Whether you manage a handful of profiles or hundreds, this health check could be crucial to the success of your social strategy going forward.

Key areas covered

-  **Audience**
-  **Content**
-  **Channels**
-  **Profiles**



Audience

The first question you need to ask is: are you still reaching the right audience? This is the perfect opportunity to list down the key criteria of your ideal audience.

Key demographics to look at:

-  Age range _____
-  Gender _____
-  Occupation _____
-  Education level _____
-  Industry _____
-  Number of employees _____
-  Revenue _____

What are the top 3 challenges your target audience are struggling with?

1 _____ _____ _____	2 _____ _____ _____	3 _____ _____ _____
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TOP TIP
Facebook, Twitter and LinkedIn provide you with very segmented information about your audience.



Content

The content you share is your most important asset on social media. It helps build your brand image and reputation so you need to make sure it's engaging and relates to your target audience, otherwise you won't succeed.

Are you focusing on key metrics such as likes, shares, retweets and comments?

If you want to go a bit more in-depth, you can also look at content types.

-  Videos
-  Promotional
-  Educational / Informational

-  Entertainment
-  Rich media
(images, gifs, infographics)

How to make sure your content performs

If your content isn't performing well and if no one or very few are engaging with it, here are a few areas to look at:

- 1** Are your posts good quality?
- 2** Is it relevant to your audience?
- 3** Are you posting frequently enough?

Good content checklist:

- Address the pains of your target audience
- Answer frequently asked industry questions
- Post a mix of text, photos and video

ASK YOURSELF

How does it compare to your competitors' content?
Are they getting more engagement?



First of all you need to list all of your social media accounts:

- 1 **Where are you online?**
- 2 **Are they all active?**
- 3 **Are you focusing on the ones that are driving results?**

Channels

The goal here is to find out which platforms produce the best results so you can focus in on those. All of the major social networks have built-in analytics, so it should be easy to get the data you need.

You can identify which channels are performing by creating a spreadsheet and listing all of your profiles along with the key data you've gathered. Use the sheet below as an example.



PROFILE NAME	CHANNEL	FOLLOWING <i>(Likes, followers, subscribers)</i>	TRAFFIC <i>(E.g. views/ impressions per month)</i>	ENGAGEMENT <i>(Av. Likes, Shares, Retweets etc)</i>	ACTIVITY <i>(How many times do you post, tweet, like, share?)</i>
<i>E.g. Sendible</i>	<i>Twitter</i>	<i>15,512</i>	<i>5,357 views</i>	<i>6 interactions per tweet</i>	<i>155 times per month</i>

Questions to ask yourself:

- 1 **Am I using the correct channels to reach my target audience?**
- 2 **Which are the best and worst performers?**
- 3 **Which channels should I drop?**
- 4 **Do I need to add a new social network into the mix?**

TOP TIP

Make sure you check for duplicates or variations of your main profiles such as Facebook pages / apps & LinkedIn company profiles.

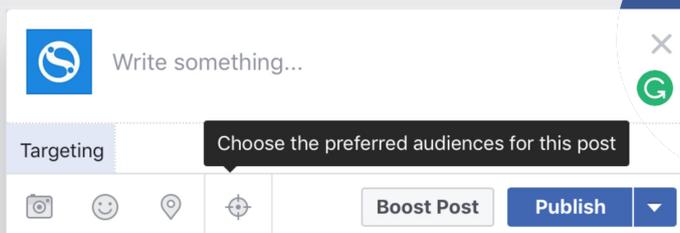


Social Media Profiles

To help you get the most engagement from your profiles, we've put together a checklist of essentials for each network.

Facebook

- Update page status _____ times per week.
- Make sure all content is a mix of text, photos and video as well as shares from other relevant pages.
- Always tag people and businesses in your posts.
- Experiment with new features: Facebook Live and Messenger chatbots.
- Respond to fan comments within 15 minutes to get the "Very Responsive" badge.



TOP TIP

Use preferred audiences and restrict locations on posts to boost engagement in regions you're targeting.

- Set a monthly budget for paid advertising on Facebook \$ _____**
 - Promote already successful posts with "Boost Post".
 - Promote your site, landing page, blog or app to attract visitors.
 - Create an offer or discount code to drive sales.



FACT

Facebook videos have twice the interactions of image posts

Quintly



Social Media Profiles

Twitter

- Be short and sweet - 120 characters or less.
- Post at least _____ tweets per day**
 - Images don't cost characters any more - add them
 - Circulate your content, including blogs
 - Add #hashtags to boost discoverability
 - Include a call-to-action when appropriate

TOP TIP

Follow the 80/20 rule: be promotional only 20% of the time.

- Add comments when retweeting influencer and follower posts.
- Follow _____ new people or companies per week.
- Stay on top of trends by reading _____ articles about your industry a week.
- Experiment with Twitter Cards to promote your website or app.
- Keep your "Following" list clean: regularly check and remove inactive accounts.

Instagram

- Post images _____ times a week.
- Keep captions under _____ characters and use @mention when credit is due.
- Expand your reach by using 5-7 #hashtags per post.
- Use the same 2-3 filters and colours for brand recognition.

- Update your profile bio and website link frequently.
- Engage with others by liking and commenting on their photos and videos.

EXPERIMENT WITH INSTAGRAM STORIES

They are great for quick tutorials and offers.



in LinkedIn

Share valuable insights to followers about (pick 3-5 topics):

- _____
- _____
- _____
- _____
- _____

Post _____ updates per week.

- Keep it relevant and professional.

**Keep your company profile up to date.
Check it _____ times a week.**

- Write an informative and targeted description.
- Update your cover photo and logo as and when required.

G+ Google Plus

**Share new content at least _____ times per week, ideally
from personal profiles and company pages.**

- Circulate content, offers and blog posts.
- Share content from industry influencers.
- Promote events and job postings.

Follow _____ new people or companies per week.

**Offer YouTube Live (previously Hangouts On Air) to
prospects and customers.**

TOP TIP

Make sure your posts are set
to "Public" to reach maximum
users/search.



Social Media Profiles

Pinterest

- Add ____ new pins and boards to your company page each month. Include:
 - Products.
 - Examples of your work.
- Follow ____ new inspiring boards each week from users related to your industry.
- Always use keywords in your pin descriptions & board titles.
- Add boards that your customers would be interested in.

TOP TIP

Make sure pins link back to your website to drive traffic.

YouTube

- Find ____ new videos each week to share on Facebook, Twitter and Google+.
- Plan videos that showcase your business expertise, or create a series of videos to address frequently asked questions from prospects and customers.
- Subscribe to new channels in your industry ____ times a month.
- Interview customers and employees and post testimonials to YouTube and your website.

TOP TIP

Post videos relevant to your industry, but try and put a fun twist on it.