

MY SOCIAL MEDIA PLAN

FOCUS

Target Key Word Combinations:

Action Plan:

1. Spend some time exploring the web.
 2. Test different key word combinations
 3. Set up Google Alerts and Twitter RSS feed
 4. Check at least once/week
 5. _____
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LISTEN/COMMENT

People I want to find/follow:

Action Plan:

1. See where they write/contribute
 2. Check out their links
 3. Set up a blog reader
 4. Comment selectively
 5. _____
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CONTENT

Ideas for new content:

Action Plan:

1. Have 10 ideas before you start
 2. Commit to channel(s) (LinkedIn, Twitter, Blog)
 3. Start slowly (once per week)
 4. _____
 5. _____
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ENGAGE

[to be filled in as you make new contacts]

Action Plan:

1. Get Skype if linking internationally
 2. Email folks to suggest a phone call or meeting
 3. Follow your normal marketing/sales process
 4. _____
 5. _____
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