

sarahBee marketing and PR	SOCIAL MEDIA M.O.T.
COMPANY NAME	
YOUR NAME	
DATE	



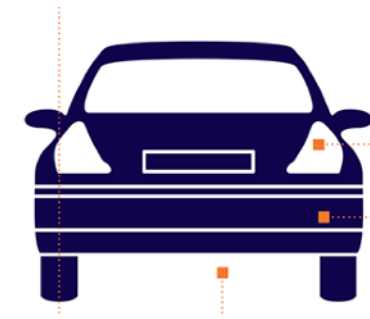
SOCIAL MEDIA CHECKS			
1	You have at least one social media account for your business	Yes	No
2	You have considered using a post scheduling dashboard (e.g. Hootsuite)	Yes	No
3	You have interesting and engaging content to post on social media	Yes	No
4	You have used the 'poll' function in your posts	Yes	No
5	You know where to find KPIs (e.g. engagement analysis) for your key social media accounts	Yes	No
6	You regularly incorporate video footage in your social media posts	Yes	No
7	You regularly review your strategy on which new social media platforms to use	Yes	No
8	You have professional images/headshots/logos on your social media profiles	Yes	No
9	You have social media links/icons on your website/emails and other marketing collateral	Yes	No
10	You have a company LinkedIn page	Yes	No
11	You know how to create a LinkedIn showcase page	Yes	No
12	You know how to 'pin' key posts (e.g. on Facebook)	Yes	No
13	You are willing to consider Facebook 'boosts' to reach new audiences	Yes	No
14	You have a business profile for Instagram (as opposed to a personal profile)	Yes	No

BRAND CHECKS			
1	Your logo is consistent across your social media platforms	Yes	No
2	You have considered using a strap-line (e.g. 'every little helps')	Yes	No
3	You know and shout about your USPs (unique selling points)	Yes	No
4	You are confident enough to consider creating blogs/vlogs	Yes	No
5	You know where to get high resolution images that are copyright free	Yes	No

MARKET RESEARCH CHECKS			
1	You know and understand your target market (followers)	Yes	No
2	You have undertaken market research (e.g. SurveyMonkey)	Yes	No
3	You know about the next big issue in your industry/sector/area	Yes	No
4	You have created a 'buyer persona'	Yes	No

STRATEGY CHECKS			
1	You have a marketing plan that includes social media	Yes	No
2	You know how to calculate your marketing ROI (return on investment)	Yes	No
3	You have a short/medium/long term view of how you want to grow your business	Yes	No
4	You have considered finding a business mentor	Yes	No
TOTALS			

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