

10 Twitter/LinkedIn Checklists

Both Twitter and LinkedIn serve different audiences and purposes. However, for the sake of efficiency, we're combining the checklists – many of the steps are the same or similar.

#1 I've created my Twitter profile. My profile includes my name, my location, and a short bio or statement about me and my business. It also includes a link to my blog or website.

#2 I've customized my Twitter background with my business logo or an image that is relevant to my business.

#3 I've created my LinkedIn Profile page.

- It includes a lengthy summary about me and/or my business.
- It includes contact information.
- It includes references/recommendations/endorsements.
- It includes a recent and professional photo

#4 I've created a goal for both my Twitter and LinkedIn social media marketing activities. I intend to use them to:

- Drive traffic to my site
- Provide valuable content
- Build my opt-in list
- Establish credibility and authority
- Other _____

#5 I've established a message for my Twitter and LinkedIn activities that supports my goals for each site.

- This message supports my brand and is authentic.
- This message is engaging and provides value to my friends and followers.

#6 I've created a content schedule that provides a steady and consistent flow of valuable content that supports my goals and message. This content schedule includes searchable hashtags for Twitter content. For LinkedIn, consider answering questions or joining groups and providing content for a unique and specific audience.

#7 I've set aside time each day so that I can consistently connect with potential prospects and build my following while building my business and reaching my marketing goals. For example, I've set aside time during my day/week to post unique and valuable content.

#8 I've Integrated Twitter and LinkedIn with my other marketing tactics including:

- My blog
- My website
- My email signature
- My email marketing
- Facebook
- Other _____

#9 I've leveraged technology and automated as much of the process as possible. For example, I've scheduled Twitter posts in advance using HootSuite and linked those tweets to my Facebook page.

#10 I created systems to test and track my Twitter and LinkedIn marketing results. I'm testing for:

- Content
- Delivery/posting time
- Clicks
- Subscribes
- And measuring my results as they relate to my specific LinkedIn and Twitter goals.

Both Twitter and LinkedIn have unique audiences and can help you build a community, increase awareness and ultimately build your business.