

Your Visual Social Media Marketing Checklist

Great content that gets shared online is rich in images – use this checklist to get your website and social networks ready for visual social media marketing. If you want traffic, you need images.

What You Need to Think Of (Checklists Below)

* Optimizing Existing Social Networks
* Optimizing Your Website
* Image Social Networks
	+ Pinterest
	+ Instagram

Images for Existing Social Networks

* Create an image library and strategy for social networks
* Facebook
	+ Create images to tell your story
	+ Upload images from your website to accompany links (vs. just posting the link)
	+ Look for creative new ways to create compelling and sharable images to tell your story
* Twitter
	+ Share Images as links to drive engagement
	+ Note that images are featured on the Twitter profile page
* LinkedIn
	+ Have a great profile photo
* Blog
	+ EVERY BLOG POST MUST have a compelling image to accompany it
	+ The image should be relevant and descriptive

In addition to having a Pinterest account, consider how you can optimize your site to make it more pinable.

On-Site Optimization

Optimize your site to encourage people to pin your content.

* Add relevant images to your site
* Make sure your HOMEPAGE has a logo image file that can be used on social networks or downloaded
* Make sure that everything that you want people to share (your products, reports, blog posts, etc) has a relevant image attached to it
* Think PHOTOS in all of your content
* Go to [www.pinterest.com/source/yourdomainname.com](http://www.pinterest.com/source/yourdomainname.com) to see what content people are already pinning from your site and your competitor sites
* Build a strategy to create visual content for all social networks
	+ Facebook
	+ Twitter
	+ Pinterest
	+ Blog Posts

Creating Great Images

* Infographics
	+ Consider Piktochart.com as a tool to build infographics
* Stock Photos
	+ SXC.hu (free) or Fotolia.com (paid)
* Add text to your photos
	+ Desktop photo editors, Phonto (photo app), Pixlr (online editor), Powerpoint and screen capture
* Create descriptive photos (how-to images)
* Search content
	+ Pinterest is a great source for highly sharable images for the visual web
* See what your competitors and others in your industry are doing

Optimize Your Site

Instagram Checklist

Getting your website and social networks in shape for Visual Social Marketing is vital to your success. With short attention spans and a clear preference for short visual content, you can’t afford to ignore this trend.

Instagram Marketing

Create an Instagram Account

* Set up an account (must be done from a smartphone)
	+ HINT: Use a consistent username
* Take photos that relate to your business
	+ Posting 3 – 5 times a week on Instagram is more than sufficient
* Connect with the Instagram community
	+ Follow and interact with other users
	+ Participate in hashtags
	+ Find your audience and similar accounts to engage with

Grow Your Business with Instagram

* Create a hashtag to be used when referencing your business
	+ This will grow your brand awareness
	+ Choose a hashtag that is simple, obvious, intuitive and easy to spell
* Run a contest to encourage people to share their photos on Instagram with your hashtag
* Promote your hashtag at the most relevant touchpoints with:
	+ Employees
	+ Customers
	+ Partners
	+ Encourage them to build your library for you!!!!

\*\*\*Instagram is a source for beautifully stunning images for your website, Facebook page, Twitter account and Pinterest. It isn’t just a social network – it is a source for images for your social media strategy across sites. \*\*\*\*

Pinterest CheckList

As you get started with Pinterest, use these tips to maximize the value that you get from Pinterest.

Create an Account on Pinterest

Before getting started, be sure that you have a strategy and know who you want to reach. Understanding what you want to achieve and who you want to connect with is the key to your success on Pinterest.

Pinterest Profile

* You can start by linking to your Facebook or Twitter account, or by creating a new stand-alone account.
* Create an obvious username and complete your information
	+ Use a relevant profile photo
* Create 8 – 10 boards
	+ Board names should be as specific as possible
	+ Keep board names short so that they can be fully displayed
* Pin a minimum of 5 pieces of content to each board for completeness

Growing Your Following

Remember that the more you give the more you get – take the time to connect with the community!

* Follow others with similar interests
* Comment on and like content
* Repin from others with similar interests
* Promote your Pinterest account on your website
	+ Also promote on other social networks, email and through other existing communication channels.
* Post regularly to maximize your following
* Create great pinable content
* Include the “pinit” button on your site