



Interactive social media strategy checklist

Social media marketing is a strategy where brands use social networks to reach and connect with their audiences. Establishing and maintaining a strong organic social presence can be a complicated task. That's why we've created our Interactive Social Media Strategy Checklist which covers off what you should do on a daily, weekly, monthly, quarterly and one-off basis. Just check off each step as you work through defining and establishing your social media strategy.

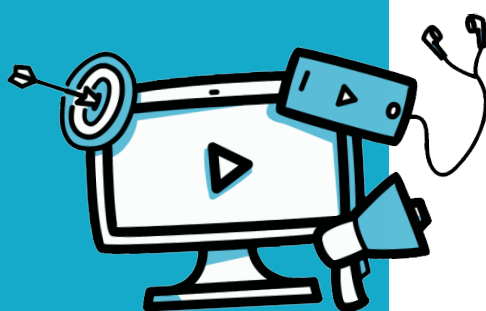
one-off actions

These steps are key to establishing your brand's social media identity.

- Secure your brand handle for the appropriate social media channels i.e. @VideoScribe. We've listed out the top social media channels for business below (plus, [this is great tool](#) to help you snag your handle):
 - Facebook
 - Facebook Messenger
 - Instagram
 - YouTube
 - LinkedIn
 - Twitter
 - Pinterest
 - Snapchat
- Add in your business information and descriptions.
- Establish a hashtag to align to your brand i.e. #madewithvideoscribe.
- Create a list of influencers that align with your brand from multiple platforms and sectors.
- Identify the metrics and KPIs you'll use to determine the success of your social activity.
- Define your posting frequency across all channels.

Video activity

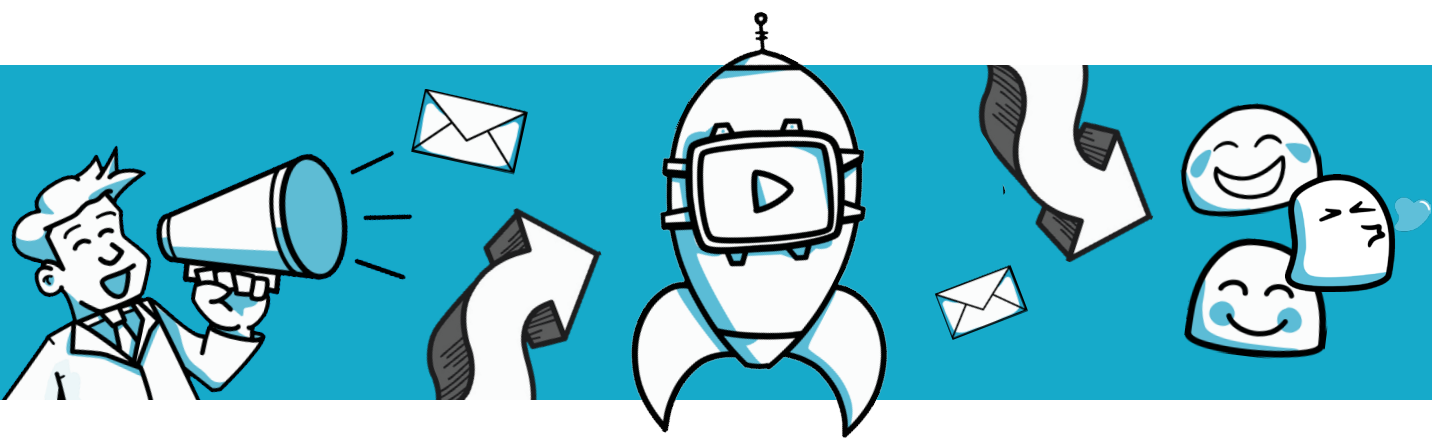
Captivate your audiences by uploading a video as your Facebook cover image [like we have](#). It's easy to do and you can learn [how to do it here](#).



Every day actions

These steps are vital for keeping your social channels engaging and follow-worthy.

- Check the comments and engagements left on your posts across each platform and reply where necessary or appropriate.
- Check your brand mentions and start conversations where appropriate.
- Reshare content from followers who have mentioned your brand or used your aligned hashtag. Monitor trending hashtags and optimize your content wherever possible.
- Using your identified influencer list, comment and like their posts to boost your social exposure and encourage broader conversations.



Every week actions

These steps enable you to manage your time and effort.

- Schedule new content across the relevant channels. You can do this natively in some of the social media channels like Facebook, or use a tool like Hootsuite or Sprout Social to schedule across multiple channels.
- Include hashtags with each social post where relevant.
- Share posts created by other businesses or individuals to drive user generated content.
- Align your social posting with your content schedule and include recent or popular blog posts.
- Make sure you have content created, or almost ready, for your next week of scheduling. We recommend scheduling your social content at least a week in advance.

Video activity

Scale your content by repurposing existing videos for social media posts. To find out how we do this, watch our webinar on '[The secret to scaling your video creation: repurposing content](#)' and discover the techniques we use at VideoScribe.

 **Top tip:** Using video in your social media posts boosts engagement by up to 1,200%*


Every month actions

These steps make you realise your successes and failures (as well as your competitors too).

- Analyse your performance across each channel and optimise future activity to capitalise on what works for your brand.
- Conduct an analysis of what your competitors are doing well and what could be improved to introduce to your own practice. Things to consider when analysing your competitors' performance are:
 - Posting frequency
 - Engagements
 - Follower base
 - Active channels
 - Content type i.e. video, text, image
 - Content theme i.e. thought leadership, promotional, general content
 - Popular posts
 - Posting time of day
 - Hashtags

Video activity

Plan in your bespoke social media videos. Sometimes social media posts deserve a bespoke video to support the message - perhaps a seasonal greeting or time sensitive promotion - and this is when you should **plan in the output**.

 **Top tip:** Consider the screen sizes and customize the video size to suit the network.

The video specs for the popular social networks



Min. 426x240px
Max. 3,840x2,160px



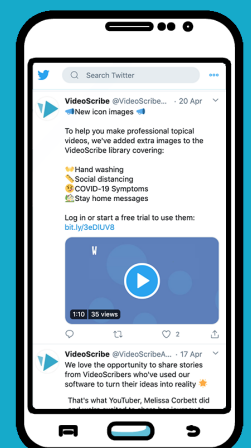
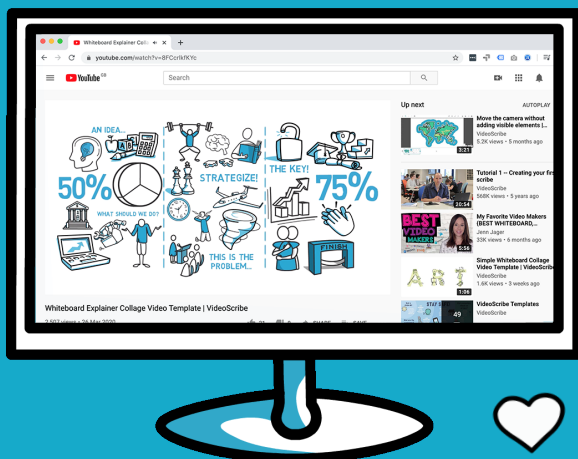
1,200x720px



600x600px



1,280x1,024px



Every quarter actions

These steps give you time to reflect on what works, what doesn't and think about future opportunities to grow the success of your social media strategy.

- Curate your mentioned tags and create a blog piece, specifically for sharing on social media. This could be a case study, [like what we did here](#), or a listicle featuring some of your favorites like what we did in [this blog piece](#).
- Evaluate your posting frequency and adjust your output to what works i.e. scale up, reduce or keep the same.
- Evaluate your set KPIs and adjust for your next quarter if necessary.

Video activity

Audit and optimize your videos. Make sure they have titles, subtitles if you've used a voice-over and call to actions that match your business objectives. For VideoScribe, we often finish our videos with a "Start your free 7 day trial today" call to action. That way audiences know there's no financial risk in trialling video creation with VideoScribe.

 **Top tip:** Monitor your engagements - not your followers.

You could have over 1M followers but if no one is interacting with your content, no one will see it. The algorithms constantly change and now most social networks only show content that is meaningful and worthy of your followers time. In no time, you'll find what works for your brand. Until then, happy posting!

Ready to get creating? Start a free 7-day trial of VideoScribe today

