

SOCIAL MEDIA ENGAGEMENT CHECKLIST

FACEBOOK

Inbound Facebook

- Check DMs
 - Flag or ignore spam / inappropriate messages
 - Escalate customer service issues
 - Thank customers who send positive messages
 - Reply to common questions or issues

- Check Comments
 - Like & reply to positive comments
 - Reply to posted questions
 - Hide negative comments & send a DM
 - Hide or delete spam / inappropriate comments

Outbound Facebook

- Invite users who have liked content to follow the Page
- Develop a list of friendly brands and engage with their content.
- Utilize Facebook's search function to engage with trending topics in real time.
- Use audience insights to understand your followers & target similar users in ads

INSTAGRAM

Inbound Instagram

- Check DMs
 - Flag or ignore spam / inappropriate messages
 - Escalate customer service issues
 - Thank customers who send positive messages
 - Reply to common questions or issues

- Check Comments
 - Like & reply to positive comments
 - Reply to posted questions
 - Hide negative comments & send a DM
 - Hide or delete spam / inappropriate comments

- ❑ Monitor tagged or mentioned content
 - ❑ Ask for permission to regram imagery and remember to give credit

Outbound Instagram

- ❑ Monitor company-specific or commonly used hashtags and engage in conversations
- ❑ Look at competitors' Instagram accounts to see what type of content is driving great engagement
- ❑ Follow and engage with influencers in your industry
- ❑ Follow and engage with users in your target audience

TWITTER

Inbound Twitter

- ❑ Check DMs
 - ❑ Flag or ignore spam / inappropriate messages
 - ❑ Escalate customer service issues
 - ❑ Thank customers who send positive messages
 - ❑ Reply to common questions or issues
 - ❑ Ignore standard "Thank you for following" messages
- ❑ Check @mentions
 - ❑ Like and/or reply to positive tweets or retweets
 - ❑ Reply to posted questions in tweets
 - ❑ Reply to customer complaints letting the customer know that you've sent them a direct message
 - ❑ Immediately follow up with a direct message to the poster
 - ❑ Flag or delete spam or inappropriate tweets

Outbound Twitter

- ❑ Retweet relevant posts
- ❑ @mention partners or complementary brands, new followers, or friendly members of your target audience
- ❑ Use Twitter Search to follow and engage with users in your target audience
- ❑ Follow related hashtags and participate in conversations when appropriate

LINKEDIN

Inbound LinkedIn

- Check DMs
 - Flag or ignore spam / inappropriate messages
 - Escalate customer service issues (rare on LinkedIn)
 - Thank customers who send positive messages
 - Flag or ignore spam or inappropriate messages
 - For next steps in hiring or sales inquiries, reply with the appropriate information or next steps

- Accept connections as you feel comfortable
 - Guidelines: Located in your city, in your industry, or in your target audience

- Check all public comments on your Company Profile
 - Like & reply to positive comments
 - Like or react to other comments
 - Reply to posted questions with correct information and links to your site, if appropriate
 - Hide negative comments or complaints
 - Immediately follow up with a direct message to the poster
 - Hide or delete spam or inappropriate comments

Outbound LinkedIn

- Tag people and include hashtags when posting
- Like and/or comment on relevant updates in your newsfeed
- Join relevant industry groups and engage with posts
- Use outbound tools like LinkedIn Navigator to boost engagement by sharing content