

ELEVATE 7 SERIES



SOCIAL MEDIA ENGAGEMENT



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Use this checklist to track your progress with social media engagement!

<p>EPISODE 1</p> <h2>Here We Go!</h2>	<p>Take inventory of your existing social media profiles.</p> <p>Number of followers:</p> <p>Platform(s):</p> <p>Set clear, measurable engagement goals for the next six weeks.</p> <p>New followers:</p> <p>New posts:</p>
<p>EPISODE 2</p> <h2>Your Profile, Your Rules</h2>	<p>Audit your existing profile.</p> <p>Privacy settings</p> <p>Clear past posts</p> <p>Update your existing profile.</p> <p>Clear, concise bio</p> <p>Cover photo</p> <p>Professional profile photo</p>
<p>EPISODE 3</p> <h2>Get Yourself Seen</h2>	<p>Create a five-week content calendar.</p> <p>Join at least three niche Facebook groups.</p> <p>Post at least four times using each of the Four Cs.</p> <p>Engage daily with other accounts.</p>

EPISODE 4

It's Not about the Numbers

- Identify top-performing posts through analytics.
- Follow up on comments.
- Add more people to your network.
- Adjust your content calendar based on your analytics.

EPISODE 5

The Currency of Influence

- Identify a potential collaborator.
- Follow them or send a friend request.
- Invite them to collaborate with you.
- Go live at least once.
- Stitch or reshare content from a thought leader in your space.

EPISODE 6

Finding Your Groove

- Evaluate your goals from Week 1. How did you do?
 - New Followers:
 - New Posts:
- Present your offer to your community.
- Add links to your social platform(s).
- Invite followers to your coaching program or next event.
- Use CTAs to drive traffic to your offer.
- Grow your email list.
- Investigate other tools to advance your online presence.