

ausoma

Your Chief Social Media Officer
Social Media Marketing Services for Authors

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Peace of Mind Social Media Audit Report

This audit and account management document is designed as a foundation for you to refer to and use when using social media. Should you decide to hire our firm to manage your social media accounts on your behalf, this document will be used by our team to ensure we create and share messages in line with what is provided within this document.

An important piece of the social networking puzzle is to remember that word "social". These networks are most effective when you are social and interact. Participate. Even 10 minutes a day to see if there are messages to respond to will be extremely helpful. *If you hire us, we will monitor your accounts for any comments and questions, reply to those we can, and email you to ask you how you'd like to respond to the others and then do that on your behalf if you choose.*

80/20 Principle

Your overall social media presence should be 80% valuable information, 20% promotion.

1. Count your social media posts last week.
2. MORE IN THE FULL AUDIT.

Benefits of Social Media Marketing

- **Expertise** -MORE IN THE FULL AUDIT.
- **Reputation**- MORE IN THE FULL AUDIT.
- **Network** - MORE IN THE FULL AUDIT.

Checklist of Goals You'd Like to Achieve with Social Media Marketing

- Manage online reputation MORE IN THE FULL AUDIT.

Automation - MORE IN THE FULL AUDIT.

General Information: (Should you hire our agency, this information helps us have a better overview of who you are and what you do. We gathered this information from your website and existing social media platforms.)

What Are You Promoting?

What products or services do you want to promote with social media? MORE IN THE FULL AUDIT.

Bio (it's helpful to have a short bio available for us on social media networks):

Target audience:

Define your target audience and identify some 'influencers' in your industry. What topics are they interested in? MORE IN THE FULL AUDIT.

Influencers in the industry:

In Twitter, create a list of your Influencers and monitor what they tweet. Then retweet and share their information as appropriate. MORE IN THE FULL AUDIT.

Keywords/Hashtags:

Identify keywords used in your book to use as #hashtags on Twitter. Use appropriate hashtags as often as possible across all networks (provided there is room at the end of a tweet). These help with discoverability especially on Twitter and Instagram. *If unsure what to use, it may be helpful to view some of your competitors and see what they are doing.*

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Immediate Social Media Goals:

- Implement all other suggestions in this report. MORE IN THE FULL AUDIT.

Long-term Goals:

- Publish a book or books and announce to a larger email list. MORE IN THE FULL AUDIT.

Suggestions for each Platform based on our Audit

Website/Blog

Suggestion: Add all social media icons to website

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Email List

Suggestion: Send out monthly newsletter with tips and invite people to sign up for the newsletter by sending out periodic social media messages.

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Amazon Author Page

Set up if you haven't yet. You log in using your Amazon account information. Fill out your author page with as much information as possible. Include links to your website and social media accounts. Link to your blog. Connect to any video you have. Be sure to claim your books.

Suggestion: Need to add links to your online platforms.

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Goodreads

Goodreads is a useful social media platform for authors, but some find it challenging to navigate and use. Here are a few tips for setting up your account, interacting with readers, and advertising.

Interacting with Readers

At Goodreads avid readers share what they're reading, what they want to read, and what they think of what they've just read. You'll get more out of using the platform if you participate also as a reader, not just as an author.

Advertising on Goodreads

Create an ad <https://www.goodreads.com/advertisers/about> (Ad cost .50 per click)

Create a Giveaway https://www.goodreads.com/giveaway/show_create_options

1-Time Checklist for Goodreads	Done/Note
Set up Goodreads Author account in addition to a personal profile	
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Ongoing Checklist for Goodreads	Done/Note
Join groups that interest you and participate in discussions as yourself (not as your book or as an author).	
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Twitter

Creating a Twitter account

Suggestions: Create a Twitter profile. Add profile photo, banner, description. If you hire us, we will do this for you, including creating a banner image. Follow relevant profiles and begin tweeting. See checklists below for more information.

Updating Your Profile

Have these items ready if you need to update your Twitter banner, profile photo, and descriptions:

- Headshot (you mentioned possibly getting an updated, professional headshot - though the one you have is very nice)
- Logo
- Tagline
- Bio
- Book cover image

1-Time Checklist for Twitter	Done/Note
Upload Twitter photo (500x500)	
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Ongoing Checklist for Twitter	Done/Note
Tweet regularly during day (optimally 3-6x/day)	
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Suggested Tweets

These are pulled from your website, include hashtags and a short link to an appropriate page on your website. They fit within the 280-character limit Twitter has, allowing enough room for someone to easily retweet.

I usually include about a dozen suggested tweets here.

Instagram

How to Set Up Instagram and Why You Should

Why an Author Should Use Instagram: Instagram is a Snapshot of Life (32% of all internet users use Instagram)

Would you like to connect with readers interested in a more personal look into your life as an author? Dive into Instagram.

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1-Time Checklist for Instagram	Done/Note
Create user name that reflects brand (max 30 characters)	
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Ongoing Checklist for Instagram	Done/Note
Using relevant hashtags in posts (1-2 regular hashtags if applicable, max 30/post)	
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Facebook

Updating Your Profile

Have these items ready if you need to update your Facebook banner, profile photo, and descriptions:

- Headshot - preferably a current, professional photo
- Header image
- Bio
- Book cover image

1-Time Checklist for Facebook	Done/Note
Upload Facebook Cover photo & possibly include tagline (851x315)	
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Ongoing Checklist for Facebook	Done/Note
Post daily	
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Pinterest

Updating Your Profile

Have these items ready if you need to update your Pinterest profile photo and descriptions:

- Headshot
- Tagline
- Bio

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1-Time Checklist for Pinterest	Done
Add or convert to Pinterest Business Account if appropriate	
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Ongoing Checklist for Pinterest	Done
Pin all new blog posts with images, descriptions, hashtags, and links	
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LinkedIn

Updating Your Profile

Have these items ready if you need to update your LinkedIn banner, profile photo, and descriptions:

- Headshot - preferably a current, professional photo
- Header image
- Company Logo
- Headline - description of what you want people to first see about what you do
- Bio
- Book cover image if applicable
- Contact information including links to other social media sites and website

1-Time Checklist for LinkedIn	Done/Note
Claim custom LinkedIn URL	
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Ongoing Checklist for LinkedIn	Done/Note
Publish articles on LinkedIn and share with Groups	
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Process for Managing Social Media accounts:

1. Your website blog should be your foundation. If you don't plan to blog, I strongly encourage you to do so. Even if it's just one new post a week.
2. Each time a new blog is posted, schedule new tweets/messages based on new blogs. Create a minimum of 3-5 unique messages for each blog post.
3. I recommend using Hootsuite to manage all your social media in one place. You can sign up for a free account here: <https://hootsuite.com/plans/free>. The free plan does have some limitations. If you choose to hire our team, we use our professional Hootsuite account and manage your accounts from there. Using Hootsuite allows you to schedule messages in advance over a period of time.
 - a. Schedule new messages to social media accounts asap. Schedule unique messages to go out on different days and times each week.
 - b. Each message should include an appropriate hashtag (see keyword list) and link to a web page.
4. Create Twitter lists (such as a list of your "influencers"). Monitor Twitter lists on Hootsuite and retweet useful posts several times weekly. Send out periodic thank you messages to those new people following you on Twitter or for those who retweet your messages.

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Sample Scheduling Calendar

Social Media Account	How Often	Types of Posts	Notes
Twitter	3-6 x/day	Blog posts, tips, quotes, questions, other relevant links	Use the 3-5 unique messages you created for each blog post and post over 3-5 weeks. The more unique messages you create, the more you can post on Twitter.
MORE IN THE FULL AUDIT.	Daily	Blog posts, tips, quotes, questions, other relevant links	In addition to a daily update, post articles weekly and share with appropriate groups

Tips for Effective Social Networking

Leverage other social media: Add "Follow Me" buttons to your website pages and your blog for all your social media networks.

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Blog Content Best Practices

1. Write more blog content. Studies show that the more blog content you have, the more traffic your site will receive. Update your blog at least once each week.
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How to Write Great Blog Post Titles

It is essential that blog titles catch the attention of prospective readers. A great title inspires readers to click through and read more. For example, if you came across the following blog titles on LinkedIn or Twitter, which would you be more likely to click?

- 10 Fun and Easy Party Costume Ideas for \$20 or Less
- Party Costume Ideas

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How to Generate Blog Content Ideas

1. Keep a notepad with you always.
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Best Practices and Techniques for Growing Networks and Increasing Engagement

Twitter Best Practices

- If you come across an interesting article or resource, by all means tweet it out! The goal is to be a resource for your audience, including sharing content by others.
- Monitor those who mention your Twitter handle and respond when appropriate, even if it's just a quick note to say thanks.

Monitor Activity on Twitter

If you follow a lot of people on Twitter, your news feed is going to be very active. Because of this, there are several Twitter tools available to help with monitoring.

Using Twitter to Grow Networks, Monitor Activity & Increase Engagement

- Follow others in appropriate industries, areas, with similar interests, etc. MORE IN THE FULL AUDIT.

LinkedIn Best Practices

- Users don't typically leave many comments on LinkedIn, so you shouldn't have much to monitor here. However, pay attention to your LinkedIn mail as most users will use that to reach out to you. Check your mail at least once each week so you are aware of new messages.

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Instagram Best Practices

- Login to Instagram daily to check activity. Respond to all comments or questions posted by your readers to show you are paying attention.

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Pinterest Best Practices

- Pinterest is a traffic generation machine. If you haven't yet taken time to play with it, give it a try. Log in to your account and search for keywords to peruse what others are sharing on Pinterest.

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Facebook Business Page Best Practices

- Invite all your personal Facebook friends to 'like' your Fan page as well.

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Links to existing online platforms for easy reference

Website:

LinkedIn:

Facebook:

Pinterest:

Goodreads:

Instagram:

Twitter:

Amazon Author Page:

Win with social media - like a tortoise: Remember the story of the hare and the tortoise? The tortoise won the race with his slow, but steady, pace. This is true with social media sites. Slow growth built over time is best.

Questions?

If you have any other questions, please email Sue@Ausoma.com.

Next Steps

This audit is designed for you to be able to implement the suggestions and begin your social media marketing. MORE IN THE FULL AUDIT.