

Checklist

Social Media Branding

☐	Determine your brand: You need consistency with posts, colors, fonts, etc
☐	Set up Linkdtree account to organize links you want viewers to click on (For IG)
☐	Use scheduling app for social media (Recommended: Preview or Ripl)
☐	Vary messages content using graphics, pictures, quotes & video tips
☐	Goal: Inspire your viewers to take action & go to your website
☐	Ask questions on social media to promote engagement
☐	Use "Canva" to create engaging graphics for your viewers
☐	Create engaging graphic for social media to link blogs on your website
☐	Create free lead capture tool to collect email (Ie: Nutrition Ebook)
☐	Start an email capture platform (Mailchimp) & set up pop-up on website
☐	Create an ongoing list of questions, quotes & ideas for content idea (iPhone Notes)