

How Social Media Savvy Are You?

To work out where how good your basic social media planning and execution, efforts are try going through this quick checklist. Mark each question on a 1-10 basis – 10 being an ‘absolute YES’ and 1 being a ‘definite NO’. Add up each section totals and see where you end up. Also put an asterisk beside each item you rank as below a 7, and add it to your easily prioritized to-do list.



| To Do | My Website | SCORE |
|-------|--|-------|
| | My domain name (eg. www.IndieExperts.com.au) hints at what I do | |
| | My site attracts my ideal clients | |
| | I add new content to my site at least weekly | |
| | My site is easy to navigate | |
| | My visitors can receive free materials easily | |
| | Managing my site is a not stressful or challenging | |
| | I have multiple domain names directing to the one site | |
| | I have a strategy for how my site fits into my overall marketing | |
| | The look of my site matches the rest of my promotional material | |
| | I monitor how many visitors my site receives and what they look at | |
| | Facebook | |
| | I have a Facebook personal profile | |
| | My profile (including photo) is completely current and accurate | |
| | To me Facebook is more business than social | |
| | I visit Facebook at least daily | |
| | My privacy settings are set so anyone can view my profile details | |
| | I’m careful who I allow as my Friend | |
| | My Tweets automatically appear on my Facebook wall | |
| | I do not waste time chatting / playing games | |
| | I know the difference between a profile and a fan page | |
| | I know what role Facebook plays in my overall marketing strategy | |

| To Do | LinkedIn | SCORE |
|-------|---|---------------|
| | I have a current LinkedIn profile | |
| | I have my twitter account(s) linked to my Linked In profile | |
| | I comment or share information on LinkedIn at least weekly | |
| | I actively search for like-minded people to connect with | |
| | I'm active in Groups my clients belong to | |
| | I have a company profile as well as a personal profile | |
| | I have received at least 10 recommendations | |
| | I have made at least 10 recommendations | |
| | I have joined at least one group and make contributions to it regularly | |
| | Twitter | |
| | I have a current Twitter profile | |
| | I Tweet at least daily | |
| | I regularly re-tweet information my followers will appreciate | |
| | My Tweets are mostly business-related | |
| | I know what role Twitter plays in my overall marketing strategy | |
| | Email | |
| | I use an email signature | |
| | My email signature contains links to my Social Media | |
| | My signature informs of the solutions I provide my clients | |
| | Offline Marketing | |
| | My physical marketing materials (including business card) features my online contacts | |
| | I understand how my online and offline efforts are working together to raise my profile | |
| | | Total: |

300-400 - Your marketing is in very good shape, you now have just a small To-Do list to attend to.

250-300 - Your marketing needs some attention and you would benefit from some help to fine tune it. Your understanding of how to use online marketing is limited and your return on what you do is negligible.

150-250 - Your online marketing is restricted by your not understanding how to use it, what you can achieve with improving it, and you're well advised to seek help.

100-150 - Seek help now. There are many opportunities you are missing out on, and you are probably wasting a lot of money on advertising that is not reaching the market you are best placed to serve.