

1 HOUR SOCIAL MEDIA PLAN

	<u>Action Items to Complete</u>	<u>Who</u>	<u>Due Date</u>	<u>Status</u>
	Social Media Set-Up			
1	Designate one person to manage your social media			
2	Determine which social media platforms you will use			
3	Determine which scheduling platform you will use (example: Social Report, Sprout Social, Hootsuite)			
4	Verify that you have username & password for all platforms			
5	Verify that you have at least two staff members set in the Facebook Admin Role			
6	Create a benchmark report of your current number of followers, highest post reach, and highest post engagement			
7	Measure your annual growth prior to these changes			
8	Verify social media links are at the top of your website, and that the links are working properly			
9	Verify your contact information/address is correct on Google Maps, as well as all social media platforms			
10	Ask staff to follow you and comment on social media			
11	Encourage patients to check in and follow your social media and provide an incentive			
12	Have staff invite patients to join social media and benefits for them			
13	Create a RealSelf plan if you use it			
14	Solicit patient reviews for social media			
15	Set up a call-to-action for "Contact Us" on Facebook			
16	View your website on mobile devices			
17	Start recording short video blogs to use on social media			
18	Have a patient photo release form for social media content ready to give to patients			
19	Research and implement social content creation tools: Boomerang, Spark Post, Canva, Ripl, etc.			
	Ongoing Monthly Tasks			
20	Confirm your monthly cross-promotion and giveaway contest			
21	Create your post for the monthly cross-promotion			
22	Create your post for the monthly giveaway contest			
23	Schedule the monthly cross-promotion post once per week			
24	Schedule the monthly giveaway contest post once per week			
25	Create and schedule engaging post once per week			
26	Create and schedule a video blog or link to a written blog once per week			
27	Decide what posts you will mirror on other platforms			
28	Verify your social posts look high-quality on both desktop and mobile			
29	Utilize Facebook & Instagram Insights to track post reach and engagement			
30	Post events and specials on your website			
31	Post events and specials on social media			
32	Create video event invites to post			
33	Balance your posting types and goals			
34	Change out your cover photos regularly			
35	Track growth of followers monthly on Facebook and Instagram Insights			
36	Look at engagement and reach by post type each week			
37	Learn to duplicate similar posts that get good engagement			
38	Utilize before and after photos on social media			
39	Get patient testimonials to use for social media posts			
40	Benchmark your stats organically before you boost or pay			
41	Post job openings on social media			
	PROVEN SYSTEMS CREATE PROVEN RESULTS!			