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Daily Facebook Checklist

1. **Check personal and Facebook Fan Page for spam:** Remove and clean up any content that is not appropriate, or not relevant to your niche.
2. **Update status:** On Personal Page, Fan Page (and several groups in your target market). Add a quick tip, note, motivational quote, image or video.
Nat's Tip: Research has shown motivational quotes are clicked on more than any other type of content on Facebook. Images and videos are next in line. Questions are always great too. *Tip #2:* Save some time and schedule postings in advance using HootSuite.com
3. **Respond to any messages:** You don't have to get to every one. Maybe 2 or 3 a day but stay on top of them as much as possible.
4. **Comment on the Fan Page of 5 Leaders/Influencers Wall:** Within your niche or target market. This allows you to attract new friends and fans to who share common interest. *Nat's Tip:* Do NOT Spam their walls with promotions and links. That's LAME! Instead, engage and comment on their posts to be seen. This works so much better. Plus, you might get called out! I know I will "check" someone publicly when they do it on my wall. I bet they won't do it again! Lol 😊
5. **"Like" or comment on 10 posts:** From friends or on posts from friends of friends. This will allow you to attract new friends who share similar interests as you. *Nats Tip:* If you have a Fan Page make sure to "like" other fan pages and post comments on their statuses "as your Fan Page". Now when people see comments and click your profile pic, it will go to your fan page not your personal page. This encourages "likes".

See numbers 6 and 7 on the next page! Also keep in mind (It may look like a lot because I am explaining each step but this process should take less than 25 minutes. And I am being generous when I say 25. Once you get really good, you can do this with your eyes closed!

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- 6. Add 10 new friends:** Send new friend requests every day to build your list of friends, fans and followers. Add relevant friends to your industry. Find them in groups and on other friends' pages. You can also "like" 10 new pages (as your fan page, not your personal page).
Nat's Tip: Always include a personal note. And for goodness sake don't include a darn link to your website! Give people a chance to get to know you before you throw a link on them! I would say something like "Hey ___ I came across your profile and just sent a friend request (you might want to say how you saw them. Was it a group, a common friend etc.) I love connecting with like-minded people. Looking forward to seeing your posts on FB, networking and learning more about you". Asking a question at the end also created dialogue.
- 7. Accept any new friend requests:** Send new friends a message similar to this: "Thank you for the friend request I look forward to reading your posts and learning more about what you do. Have a great day!"

Pick a time of day that works for you and stay consistent! You WILL see results in your social media activity.



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