



**60 DAY TASK LIST** Not sure where to begin with your social media strategy? Our “60 Day Task List” is a simple, step-by-step plan to help you get your social media efforts moving in the right direction. All you need to do is complete one task per day over the next couple months, and you’ll be well on your way to a more robust and effective social media presence.

## GETTING STARTED

- Day 1:** Determine What Your Online Brand Name Will Be and Make Sure It’s Available
- Day 2:** Complete the Keywords Worksheet
- Day 3:** Set Up Your Google Alerts
- Day 4:** Set Up Your Twilert Alerts
- Day 5:** Set Up a Document to Archive Your Media Mentions
- Day 6:** Keep Track of the People Talking About Your Brand on Twitter
- Day 7:** Set Up Your Google Analytics Account
- Day 8:** Build Your Social Media Strategy
- Day 9:** Search Digg and Mashables for Content for Your Social Media Sites

## FACEBOOK YOUR PERSONAL PAGE

- Day 10:** Set Up Your Facebook Page
- Day 11:** Upload a Profile Picture to Facebook
- Day 12:** Find a Friend or Colleague on Facebook
- Day 13:** Post a Status Update to Your Facebook Page
- Day 14:** Send a Private Message to a Friend on Facebook
- Day 15:** Set Your Privacy Settings on Facebook
- Day 16:** Post a Link to Your Facebook Page
- Day 17:** Post Photos to Your Facebook Page

- Day 18:** Post a Video to Your Facebook Page
- Day 19:** Write a Note on Your Facebook Page

## FACEBOOK YOUR FAN PAGE

Please be aware that your Fan page looks very similar to your personal page, and such functions as adding a link, posting photos, adding videos, etc... are the same as on your personal page.

- Day 20:** Set Up a Facebook Page for Your Business or Chamber
- Day 21:** Post an Event to Your Facebook Fan Page
- Day 22:** Send a Message to Fans of Your Facebook Page
- Day 23:** Make Someone Else’s Fan Page a Favorite on Your Business’ Fan Page
- Day 24:** Post a Discussion Topic to Your Facebook Page
- Day 25:** Add an Admin to Your Facebook Fan Page
- Day 26:** Use Facebook Fan Page Insights
- Day 27:** Review Facebook Etiquette Tips
- Day 28:** Develop a Content Calendar for Your Facebook Page

## LINKEDIN YOUR PERSONAL LINKEDIN ACCOUNT

- Day 29:** Set Up a LinkedIn Account
- Day 30:** Manage Your Privacy Settings on LinkedIn
- Day 31:** Upload a Profile Picture to LinkedIn

- Day 32:** Add Your Current Job Position to LinkedIn
- Day 33:** Invite a Friend or Colleague to Connect With You on LinkedIn
- Day 34:** Send a Direct Message to Someone on LinkedIn
- Day 35:** Write a Recommendation For Someone on LinkedIn
- Day 36:** Interact With Another LinkedIn User
- Day 37:** Join a Group on LinkedIn

## LINKEDIN YOUR LINKEDIN GROUP

- Day 38:** Create a LinkedIn Group
- Day 39:** Add a Logo to Your LinkedIn Group Page
- Day 40:** Invite People to Join Your LinkedIn Group
- Day 41:** Post a Discussion on a LinkedIn Group Page
- Day 42:** Post a Job to a LinkedIn Group Page
- Day 43:** Review LinkedIn Etiquette Tips

## TWITTER

You can use twitter for personal and/or professional use. There are no usage differences between a personal and professional twitter page, and you can have as many twitter accounts per one email address as you like.

- Day 44:** Set Up Your Twitter Account
- Day 45:** Upload a Profile Picture to Twitter
- Day 46:** Change the Background Image of Your Twitter Profile

- Day 47:** Learn How to Tweet
- Day 48:** Learn About @Replies
- Day 49:** Learn How to Send a Direct Message (DM)
- Day 50:** Learn How to Use Hashtags
- Day 51:** Learn How to ReTweet
- Day 52:** Set Up Hootsuite
- Day 53:** Set Up Tweetdeck
- Day 54:** Review Twitter Etiquette Tips

## OTHER SOCIAL MEDIA NETWORKS AND TOOLS

Here you’ll find a mix of other social media networks that can benefit you and your business. We remind you that your company’s presence may not be appropriate on every one of the following networks, so this would be a great time to take a look back at the strategy worksheet you filled out on Day 8 and determine which of the following sites will benefit you and your business the most.

- Day 55:** Set Up Your Flickr Account
- Day 56:** Set Up a Co-Tweets Account
- Day 57:** Learn How to Set Up Co-Tags on Co-Tweets
- Day 58:** Go Mobile With Social Media
- Day 59:** Shrink a URL With bit.ly and tiny.cc
- Day 60:** Learn About Time Saving Convergence Tools