



**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.

- 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 TweetBeep 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:** Develop a Content Calendar for Your Facebook Page
- Day 10:** Search Digg and Mashables for Content for Your Social Media Sites
- Day 11:** Set Up Your Facebook Page
- Day 12:** Set Up a Facebook Page for Your Business or Chamber
- Day 13:** Upload a Profile Picture to Facebook
- Day 14:** Find a Friend or Colleague on Facebook
- Day 15:** Post a Status Update to Your Facebook Page
- Day 16:** Send a Private Message to a Friend on Facebook
- Day 17:** Set Your Privacy Settings on Facebook
- Day 18:** Post an Event to Your Facebook Page
- Day 19:** Send a Message to the Fans of Your Facebook Page
- Day 20:** Make Someone Else's Fan Page a Favorite on Your Business' Fan Page
- Day 21:** Post a Link to Your Facebook Page
- Day 22:** Post Photos to Your Facebook Page
- Day 23:** Post a Video to Your Facebook Page
- Day 24:** Post a Discussion Topic to Your Facebook Page
- Day 25:** Write a Note on Your Facebook Page
- Day 26:** Add an Admin to Your Facebook Page
- Day 27:** Use Facebook Page Insights
- Day 28:** Review Facebook Etiquette Tips
- 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
- 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 Question/ Topic to Your LinkedIn Group
- Day 42:** Post a News Article to Your LinkedIn Group
- Day 43:** Review LinkedIn Etiquette Tips
- 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 Send Out Tweets
- 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:** Export Your Facebook Page's Status Updates to Twitter
- Day 53:** Set Up Tweetdeck
- Day 54:** Review Twitter Etiquette Tips
- Day 55:** Set Up Your Flickr Account
- Day 56:** Shrink a URL With bit.ly and tiny.cc
- Day 57:** Set Up a Co-Tweets Account
- Day 58:** Learn How to Set Up Co-Tags on Co-Tweets
- Day 59:** Go Mobile with Social Media
- Day 60:** Learn About Time Saving Convergence Tools