



PINTEREST

SOCIAL SITE
THAT IS ALL ABOUT
DISCOVERY

LARGEST
OPPORTUNITIES



USERS ARE:

17% MALE
83% FEMALE

20
MILLION
ACTIVE USERS



TWITTER

MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
PENETRATION



BUT SPREADING
SLOWLY AND STEADILY

5,700 TWEETS
HAPPEN
EVERY
SECOND

241
MILLION
ACTIVE USERS



FACEBOOK

SOCIAL SHARING
SITE THAT HAS
1+ BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY

USERS SHARE
1 MILLION LINKS
EVERY 20 MINUTES

f
1+
BILLION
ACTIVE USERS



INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW **15 SECOND**
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF

HASHTAGS

AND POSTING

PICTURES
CONSUMERS
CAN RELATE TO

MOST FOLLOWED
BRAND IS
NATIONAL
GEOGRAPHIC

200
MILLION
ACTIVE USERS



GOOGLE+

SOCIAL NETWORK
BUILT BY GOOGLE
THAT ALLOWS FOR
BRANDS
AND **USERS**
TO BUILD CIRCLES

NOT AS MANY
BRANDS
ACTIVE,
BUT THE ONES THAT ARE
TEND TO BE A
GOOD FIT WITH A
GREAT FOLLOWING

25-35 **YEAR**
OLDS
ARE THE MOST
ACTIVE

g+
540
MILLION
ACTIVE USERS



LINKEDIN

BUSINESS
ORIENTED
SOCIAL NETWORKING SITE

BRANDS THAT ARE
PARTICIPATING
ARE **CORPORATE**
BRANDS
GIVING POTENTIAL AND
CURRENT ASSOCIATES
A PLACE TO **NETWORK**
& **CONNECT**



POWERS
50% OF THE
WORLD'S HIRES

in
300
MILLION
USERS

Sensible SOCIAL MEDIA CHECKLIST ☒ v 2.0 FOR BUSINESSES

 the whole brain group

BLOG POST

Write ___ new blog post(s) each week ☐



Target keywords:

1. _____
2. _____
3. _____

Share the link on FB, Twitter, LinkedIn and Google+ ☐

Pro Tip: Use your target keywords in post titles and blog content

facebook

Find and "Like" 5 new pages ☐ 

Post about 2 interesting topics related to our business ☐

Pro Tip: Don't forget to tag people and pages in your posts

Update our company page status daily ☐

 Ask people to comment, like, or share posts ☐

twitter

Re-tweet 2 interesting tweets a day ☐

Send at least 3 new tweets daily ☐

- Business related
- Fun & interesting
- Promotional
- Circulate our blog posts

Follow 10 new people per week ☐

Pro Tip: Add #hashtags so your posts appear in trending topics

LinkedIn



Update our company profile and status ☐

Connect with 3-5 new people per week ☐



3 Follow new companies ☐

Ask for 1-2 recommendations per week ☐

Pro Tip: Post relevant blog posts in groups in which you belong, and ask for feedback

Google+



Share content at least twice a day to our personal Google+ profile & company page ☐



Add 5 new people to our circles each week ☐

Pro Tip: make sure your posts are set to "Public" to reach maximum users/search



Offer a Google+ Hangout session for a related topic in our industry ☐

Host a monthly Google+ Hangout session for a topic in our industry* ☐

* Use Google+ Events to publicize it

Pinterest

Add+ About ▾



Each month, post product images and examples of our work from our company website as pins leading back to the site ☐

Add 1 new board that contains at least 6 new pins each week ☐



Pro Tip: Always use keywords in your pin descriptions & board titles



Follow 5 new interesting and inspiring pin boards each week from other users related to our field ☐

YouTube

Subscribe to 3 new channels in our industry each week ☐ 



Find 3 new videos each week to share on Facebook, Twitter, & Google+ ☐

Pro Tip: Keep the videos relevant to your industry, but don't forget to sprinkle in some fun.



Plan a video that showcases an area of our businesses expertise ☐



Have video capability at special events our company hosts or attends each month. Ask for brief interviews to post to YouTube ☐