



"My business should be on social media, but I don't know where to start" Answer Worksheet

You know your business should be using social media, but you just don't know where to start. Watch my Monday Marketing Video titled **The "My business should be using social media, but I don't know where to start" Test that will help you take action** before referencing this Worksheet. Write your responses to this easy, three question test and then look up your responses on this Worksheet. Remember, this isn't a long-term plan - but it is a starting point! Since you are just starting out, I also recommend only focusing on 1-2 social media channels to start .

	Response Answer: A	Response Answer: B	Response Answer: C
<p><u>Question #1</u> The social media channels you should consider using</p>	<p>INSTAGRAM : FACEBOOK LINKEDIN : TWITTER: PINTEREST</p>	<p>INSTAGRAM : FACEBOOK</p>	<p>INSTAGRAM : FACEBOOK LINKEDIN : TWITTER: PINTEREST</p>
<p><u>Question #2</u> The type of content you should share</p>	<p>FOCUS ON POSTING MORE, FOCUS LESS ON THE QUALITY OF THE CONTENT YOU POST</p> <p>ANSWER COMMONLY ASKED QUESTIONS, HIGHLIGHT AN EMPLOYEE, POST SPECIALS/ DEALS</p>	<p>FOCUS ON POSTING LESS, FOCUS MORE ON THE QUALITY OF THE CONTENT YOU POST</p> <p>HELPFUL TIPS, ANSWER COMMONLY ASKED QUESTIONS, TELL YOUR BUSINESSES' STORY, SHARE YOUR COMMUNITY INVOLVEMENT</p>	<p>FOCUS ON POSTING LESS, FOCUS MORE ON THE QUALITY OF THE CONTENT YOU POST</p> <p>CONSIDER ORGANIZING A WEEKLY POSTING (THROW BACK THURSDAY, ETC), SHARE YOUR MISSION AND VISION & CUSTOMER STORIES</p>
<p><u>Question #3</u> The way you should present the content you share</p>	<p>VIDEO / PICTURES / RESEARCH INFOGRAPHICS / INSPIRATIONAL QUOTES INDUSTRY SPECIFIC TRENDS</p>	<p>VIDEO IS KING! BUT PICTURES WORK AS WELL.</p>	<p>VIDEOS / PICTURES / RESEARCH</p>