



# SOCIAL MEDIA MARKETING

# PRINCIPLES



# CHECKLIST

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# Checklist

Whether you've read the full ebook or not, hopefully you now know how to go even beyond the basic social media principles and to understand what it is that *drives* those principles.

A great social media campaign is all about having something of value to offer, having a real 'mission statement' (intention), and being on a mission (implementation with a purpose).

Now it's time to put that theory into practice and so you'll find here a handy recap on all 27 of those social media principles that you can start putting into action today...

**1. Provide Value**

The single most important way to gain followers and keep them is to give them something of *value* worth following!

**2. Don't Just Promote**

And this means you can't just post about how good your business is – no one wants to read that!

**3. Post What YOU Would Want to Read**

To know if you're on the right track, ask yourself if *you* would read it!

**4. Learn How to Create Titles That Grab Attention**

Titles need to promise something different and speak to readers on an emotional level.

**5. Understanding the 'Value Proposition'**

Tap into the *reason* that people are interested in your niche. How does it improve their lives?

**6. Always Deliver on Your Promise**

If you have a bombastic title, make sure the content can back it up!

**7. Make Your Followers Feel Important**

Talk about your brand in a passionate way and make your subscribers feel like a part of an important 'movement' of some kind!

**8. Give Back to the Community**

Don't just post about your blog – take part in the communities you're using to promote to.

**9. Be Personal (Where Appropriate)**

Consider creating a personal brand if it suits the tone and subject matter of your business.

**10. Promote Your Social Media on Your Blog**

Your blog promotion and social promotion should be synergistic.

**11. Learn to Sell the Lifestyle**

Show the lifestyle that your customers want!

**12. Respond and Engage**

Social media is a communication tool first and foremost. Make sure you actually respond to comments and questions!

**13. Be Consistent**

Once you have created a pattern, stick to it!

**14. Experiment with Other Types of Content**

Don't be afraid to try quizzes, even trivia or games!

**15. Be Everywhere**

Don't just focus on one social media channel – use multiple different channels to 'be everywhere'.

**16. Take Advantage of New Technologies**

Live video streaming is big right now and new – meaning it provides new opportunities. Don't miss it and keep your eyes open for more opportunities like this in the future.

**17. Create a Professional Brand**

A great logo will go a long way toward promoting your business.

**18. Go Cross-Niche**

Stuck for ideas? Want to appeal to a new audience? Then try combining two different niches into one new one!

**19. Don't Try to Cater to Everyone**

Try to please everyone and you'll end up pleasing nobody! Focus on one particular type of person with particular interests and be unapologetic about it.

**20 .Use Advertising**

Facebook ads are fantastic for finding targeted fans.

□ **21. Work with Partners and Influencers**

Influencer marketing is one of your most powerful tools for gaining more followers.

□ **22. Use Contests and Other Events**

Contests and other events help to get people more engaged and involved and they can also lead to more shares and promotion for your channel.

□ **23. Offer Discounts**

The one type of self-promotion that is *also* providing value is a genuine discount. Make sure it is exclusive and appealing!

□ **24. Understand the Psychology of Sharing**

People share things that allow them to express themselves. This is worth remembering when thinking of what to post to go viral.

□ **25. Make Great Quality Posts**

Ultimately, what's really important is that you write great content and present it well. This is what will really provide value. Can't write? Hire a writer!

□ **26. Learn to Take Amazing Photos**

Social media is also often very visual. Learn to take amazing photos and it will really help you to grab attention and build a following.

□ **27. Automate**

Using automated posting tools etc. can be useful in the right doses!

□ **28. Cultivate True Fans [BONUS]**

Ultimately, the aim is not to build a large number of subscribers but to think more about quality. Build true fans and your business will thrive like never before!

Focusing on social media is a great way to increase your visibility and to grow your business. Have fun while doing it!

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