

Social Media Checklist For Start Ups

Connect with me:

Babette Pepaj

[@bakespace](#)

Babette@bakespace.com

I'm the founder/CEO of:

- [BakeSpace.com](#) (Webby Nominated Food Community & Recipe Swap)
- [TECHmunch](#) (Food Blogger Conference)
- [Cookbook Cafe](#) (DIY Cookbook Builder, Publisher & Reader)



Social Media Checklist

For Start Ups

By: Babette Pepaj (@bakespace)

Email: Babette@bakespace.com

Founder/CEO <http://BakeSpace.com>, [TECHmunch](#) Food Blogger Conference & [Cookbook Cafe](#)

5 Tips For Social Media Success

Completed

But First... Social Media Basics

Create Social Media Accounts on Key Platforms (be consistent w/ names)

Twitter, facebook fan pages or groups, photo sharing sites, relevant niche profiles/forums & blog platforms (it's ok to squat on a name if it's your company - read rules for inactive accounts on each platform)

Add Social Media Links to Your Site/Blog (“above the fold”) & Cross Link on all Social Media Profiles (especially form accounts you have in signature files)

Check out the wibya & meebo toolbars, Twitter & Facebook widgets, @follow buttons & likes also at the top of individual posts.

Add “Contact Me” Info with Email Address (in addition to a form)

Professionals, reporters, conference organizers still use email. Don't make it hard to reach you.

Add your Social Media links to your email signature file.

Emails are boring, curiosity will inspire recipient to click.

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Three Key Terms You Need to Know



Hashtag

A hashtag (or hash tag) is a community-driven convention for adding additional context and metadata to your tweets. You add them to your Twitter posts by prefixing a word with a hash symbol (or number sign). Twitter users often use a hashtag to aggregate, organize and discover relevant posts. Basically, if you add # to any word, that word becomes linkable within twitter. Anyone following that term will see your tweet if they click on the hyperlinked term such as #startup. A perfect time to use a hashtag is at a conference where several conversations are happening around the same event.



RSS Feeds

RSS (Really Simple Syndication) – sometimes called web feeds – is a Web standard for the delivery of content – blog entries, news stories, headlines, images, video – enabling readers to stay current with favorite publications or producers without having to browse from site to site. blogs and news content using a news reader. All blogs, podcasts and videoblogs contain an RSS feed, which lets users subscribe to content automatically and read or listen to the material on a computer or a portable device. Most people use an RSS reader, or news aggregator, to monitor updates quickly and all in one place. Basically, it's news that comes to you.



Meme

In the context of blogs / tweeting and other kinds of online conversations it's some kind of list of questions that you saw somewhere else and you decided to answer the questions. Then someone else sees them and does them and so on and so on. The conversation becomes an internet meme.

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1. Set Goals & Create a Strategy

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Define Goals

Grow traffic (benchmark where you are now), followers, conversations on facebook, etc.; control your on-line presence, grow customer base, understand where we're at in search results, etc.

Secondary Goals

Research topics/people, network, follow conversations, become an expert

Define Your Voice

Should be consistent on all platforms, but customized to match platform

Set Up Alerts (no one can monitor it all, but the right tool will help you leapfrog the competition.)

TIP: Use Google Alerts & SocialMention.com (Finds every tweet)

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2. Find Your Audience

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Google Your Topic / Understand What Readers are Consuming

Is your blog listed? TIP: Filter by date to see what's new

Research Hashtags & Follow Conversations on Twitter

Is there a Twitter chat you can join? Who's getting retweeted and why? Follow Conference Tweets/ Hashtags. TIP: Twapperkeeper.com (hashtag must be created in advance to start archiving)

Watch Retweets

Content that resonates with your audience gets retweeted and posted to facebook. TIP: Download Tweetdeck or another desktop twitter reader (topics, also keyword "your brand name" not just @your username if your brand is the same as your site. Some people tweet about you and don't know you're on twitter)

Do Not Spam Facebook Fan Pages by commenting as "your page." Spam is Spam.

Follow Your Competition's Engagement (tweets, facebook pages, blogs, create lists)

Never post anything you don't want the competition to see. Always look through their followers (AND lists they create) They have done the hard work and curated important people you should follow.

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3. Craft Your Message

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Create an Editorial Calendar

Consistency. Readers will know what type of content to expect on any given day. TIPS: Try these insightful videos - <http://www.rodkirby.com/archives/1720> & Wordpress Editorial Calendar Plugin: <http://www.chrisbrogan.com/use-an-editorial-calendar/>

Sponsored Stories (Facebook)

Each time you post an update the ad gets updated. Must be carefully crafted, but are awesome for blog content. But every post turns into an ad so be careful. Not suitable for conversations that aren't goal oriented (e.g., "Like" if you love cupcakes, "Who's cooking this Thanksgiving?", etc.)

Tweets (leave room for RTs)

If retweeting blog post, clean up title & add hashtags/short URLs (bit.ly, tinyurl, etc.)

If posting to Facebook...

Programming your blog or RSS feed to automatically post to your facebook wall is a terrible idea. It's best to manually post so you can customize your message with an action (e.g., "like" this if you love cupcakes!) and to optimize the photo.

Follow Your Competition's Conversations on Twitter

Don't reinvent the wheel... imitation is the most sincere form of flattery. Go with what works, what is expected and what's proven.

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4. Engaging Community

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Formulate Posts with Actions

Instill passion - readers should hate you or love you. Spark emotion and they will respond, but let them know what you need them to do. Adding recognizable "follow/share/email/save" buttons are key. Don't get too fancy with your own designs. In this case it's best to go with the universal language and designs.

If Posting to Facebook

Ask fans to weigh in. Think of Facebook as a running chat room on various topics. Only 3% of your fans even see your updates - update often and be thoughtful. If replying to a negative comment on facebook, always keep the conversation professional.

Follow Tweet Keywords.

If you see posted: "I want to bake cupcakes tonight" then you can reply with "Hi @bakespace, here's a #cupcake recipe you'll love! (short url) #recipe" TIP: sometimes we "cc" opinion leaders or friends in our tweet so if they see fun content we share they will Retweet with our handle.

Be the life of the party.

Host contests/giveaway... make sure you're getting something out of it too (i.e., more comments, traffic, likes & page views.)

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5. Measure Success

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Add it Up. Note the Obvious Numbers.

Did you see an increase in traffic, fans, tweets, likes?

Google Yourself.

Posting to Facebook may help google “find” your content.

What Worked & What Didn't?

(e.g., we hosted a Facebook photo contest (users had to tag themselves)... bad idea. Facebook limits each image to 50 tags. Contest stopped at 50. Will never do that again.)

Has Your “Brand” Grown?

Are you now the go-to person for healthy baked goods? Are other people referencing you as an expert? Can you leverage your personal brand to speak at conferences, write a cookbook, start a Twitter chat & charge advertisers?

Can You Leverage Your Social Media Accounts for Ad Buys?

Brands want to drive traffic to their Facebook pages.

Are you now an expert?

Is the Los Angeles Times' Small Business Editor tweeting you for a quote? Sweet!

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Thank you!

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