

SOCIAL MEDIA CHECKLIST

RETAIL, CAFÉ, LEISURE (B2C)

1. FACEBOOK

YES NO

- Profile photo & cover photo up to date
- Suitable, concise biography (clearly state who you are and what you do)
- Accurate contact details: email / phone / website link
- Correct business hours
- 10+ customer reviews

2. TWITTER

YES NO

- Profile photo & cover photo up to date
- Suitable, concise biography (clearly state who you are and what you do)
- Location (Altrincham)
- Website link
- Up to date 'pinned post' (status update that you manually check to stay at the top of your profile)

3. INSTAGRAM

YES NO

- Profile photo up to date
- Concise biography (clearly state who you are and what you do)
- Website link

4. GOOGLE

YES NO

- Listed on Google as a business, with accurate contact details

5. HOW OFTEN YOU SHOULD AIM TO POST ON SOCIAL MEDIA

YES NO

- Twitter: three times a day
- Facebook: once / twice a day
- Instagram: once / twice a day
- Instagram Stories: once / twice a day

6. HASHTAGS

YES NO

- Use hashtags on Twitter and Instagram to expand your reach – we suggest #Altrincham, #wdyt (What do you think?) and on May 17th: #PerfectDay

7. WHAT DOES GREAT SOCIAL MEDIA LOOK LIKE?

YES NO

- Posting daily
- Including relevant hashtags
- Respond to queries quickly (aim for 1-3 hours)
- Post engaging photos – e.g. products, staff and customers
- Share positive local / industry news
- Engage: i.e replying to / retweeting your customers and other businesses