

**LET'S GET
SOCIAL!**

**Misfit Media's checklist to
kickstart your social media**

How to standout on social media

- ◆ **NOT ALL SOCIAL CHANNELS ARE CREATED EQUAL - PICK WHICH CHANNEL, OR COMBINATION OF CHANNELS, WILL FIT BEST IN YOUR INDUSTRY**
- ◆ **MAKE A GOOD FIRST IMPRESSION - FILL OUT ALL OF THE APPLICABLE INFORMATION IN YOUR PROFILE**
- ◆ **GET STRATEGIC - BRAINSTORM YOUR GOALS AND MAKE SURE THEY'RE REFLECTED ACROSS ALL OF YOUR CONTENT**
- ◆ **MAKE FRIENDS - BECOME A CREDIBLE VOICE IN YOUR INDUSTRY BY CONNECTING WITH OTHER BRANDS AND PROSPECTS VIA MEANGINFUL COMMENTS AND CHATS**
- ◆ **PLAN AHEAD - THE BEST WAY TO MAKE SURE YOUR STRATEGY IS REFLECTED ACROSS ALL PLATFORMS IS TO MAKE A MONTHLY CONTENT CALENDAR**
- ◆ **BE UNQIUE - ESTABLISH A BRAND VOICE THAT IS UNIQUE AND EASILY RECOGNIZED BY YOUR FOLLOWERS**