Social Media Self-Assessment

PART ONE: DISCOVERY

1	What is your Brand Personality? Make a list with two columns and fill in each with keywords that represent you and your brand:	WHO I AM NOT	
	Do your current posts reflect the above keywords?	YES	NO
2	Do you post regularly to social media?	YES	NO
	Do you update your Facebook business page at least three times per week?	YES	NO
	Do you post to Instagram two to three times a week?	YES	NO
	Do you post to Instagram Stories daily?	YES	NO
	Do you tweet daily?	YES	N0
	Do you post on LinkedIn at least once per week?	YES	N0
	Do you ask for a customer review after every closing? (Try a video review!)	YES	N0
	Do you have a YouTube channel and regularly share short, relevant videos?	YES	NO
3	Is your content shareable? (Make posts visual! Especially for Instagram. And keep posts short and relevant on Facebook and LinkedIn).	YES	NO
4	Do you regularly engage with others on your social media channels and reply to comments, mentions, and messages?	YES	NO
	Do you follow most people you meet and regularly like or comment on referral partners' posts?	YES	NO
	Are you an active member of LinkedIn groups related to your industry and profession?	YES	NO
	Do you publicly respond to reviews after they are posted?	YES	NO
	When you attend local events (networking, charities, etc.), do you post about it on social media and tag people you are with?	YES	NO
5	Are all of your social media profiles 100% complete, with appropriate profile pictures, covers and descriptions?	YES	NO
6	Have you invited all of your friends, peers and associates to follow your social media channels?	YES	NO

Social Media Self-Assessment

PART TWO: STRATEGY

7	What are your strengths on social media? What kinds of content or posts come easily for you or receive the most engagement?
8	What areas of your social media presence would you like to improve?
9	What are your values, skills, and unique attributes? (Specifically those you want conveyed to this audience)
10	Which social media platforms do you want to use in 2019? (If you're entirely new to social media, begin with Facebook and Instagram)
11	What are your social media goals? To increase brand awareness? Advertise a product or service? Having a clear goal and vision is key to creating an impactful online presence.

Social Media Self-Assessment

PART TWO: STRATEGY

12 List the topics of information and content you would like to share on each platform. (i.e. first-time homebuyer education on Facebook and LinkedIn, images of open houses and closings on Instagram, etc.)

13 What is your plan for creating content, scheduling posts, and responding/engaging with your audience? (i.e. I will set aside 30 minutes every day at 12pm to post content and respond to comments/mentions, I will post and respond as I go, I will use Hootsuite to schedule content every month, etc.).