QUICK START SOCIAL MEDIA CHECKLIST

TWITTER

☐	Make sure you have a professional image + bio before you start interacting
☐	Create lists of people who can help you learn and follow topics for work
☐	Interact with new and old contacts (use @ in front of twitter name to chat)
☐	Use Tweetdeck or Hootsuite to manage your account and follow topics
☐	Follow a #hashtag topic in Twitter search or a column using a twitter tool

FACEBOOK

☐	Build out your "about me" section with a professional image + bio
☐	Check your privacy settings
☐	"Like" news and topic pages and create interest lists to follow the posts
☐	Follow people who interest you and add them into your interest lists
☐	Join topic-based groups that interest you professionally and personally

LINKEDIN

☐	Build out your "about me" and résumé section
☐	Join topic-based groups
☐	Connect with professionals you trust
☐	Ask for recommendations
☐	Follow the news feed

YOUTUBE

☐	Check your Google+/Google profile and update the information
☐	Subscribe to channels of interest to you professionally and personally
☐	Click "like" on videos you appreciate
☐	Leave comments on videos you appreciate
☐	Consider creating a channel to upload video

INSTAGRAM

☐	Try to create a username that is the same as your Twitter name
☐	Add a professional bio and photo
☐	Follow topics by searching key words or hashtags
☐	Share photos
☐	Comment on other photos that interest you