**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