

Your 2025 Social Media Checklist:

Step-by-Step Guide

1. Plan & Create Content

Batch Content Monthly

- Step 1: Block 2 hours on your calendar each month for content planning.
- Step 2: Use a tool like Canva to design templates in your brand colors.
- Step 3: Write captions in bulk using ChatGPT or Jasper for efficiency.

Prioritize Short-Form Video

- Step 1: Film 3-5 quick clips showing your services or tips (30 seconds each).
- Step 2: Use CapCut or InShot to edit with trending music.

Incorporate AI Tools

- Step 1: Use tools like Lumen5 for video ideas or Otter.ai for transcriptions.

2. Engage Authentically

Build Community

- Step 1: Set a 10-minute timer daily to reply to comments and messages.
- Step 2: Ask open-ended questions in posts to spark interaction.

Go Live

- Step 1: Pick a date and promote the live session 3 days in advance.
- Step 2: Use a ring light and discuss a specific topic your audience cares about.

Collaborate with Influencers

- Step 1: Search hashtags in your niche to find micro-influencers.
- Step 2: DM them with a collaboration idea and clear value exchange.

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3. Track Performance & Optimize

Monitor Insights

- Step 1: Log into your social media platforms weekly to review analytics.
- Step 2: Note which posts performed best and why (topic, format, time posted).

Experiment with Formats

- Step 1: Test 1 new type of content monthly (e.g., carousel, story poll, quiz).
- Step 2: Compare engagement rates to identify trends.

Set Specific Goals

- Step 1: Define one monthly goal (e.g., gain 100 new followers).
- Step 2: Break down the steps needed to reach it (e.g., post 3 reels weekly).

4. Keep Your Branding Consistent

Create a Cohesive Look

- Step 1: Choose 2-3 brand colors and 1 font style.
- Step 2: Apply these to every post using Canva's "Brand Kit" feature.

Incorporate User-Generated Content (UGC)

- Step 1: Ask clients to share photos tagging your business.
- Step 2: Reshare their posts with a thank-you message in your Stories.

Tell Your Story

- Step 1: Share a behind-the-scenes post weekly (e.g., your workspace, team).
- Step 2: Use the caption to share a personal challenge or win.

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5. Use Paid Strategies Effectively

Run Targeted Ads

- Step 1: Boost a high-performing post for \$20 to test audience interest.
- Step 2: Refine your audience based on location, interests, and age group.

Launch Retargeting Campaigns


- Step 1: Use Facebook Ads Manager to create a custom audience from website visitors.
- Step 2: Design an ad offering a discount or freebie to bring them back.

Host a Collaborative Giveaway

- Step 1: Partner with another business in your niche to share costs.
- Step 2: Set clear rules (e.g., “Follow both accounts and tag 2 friends”).

Bonus Tips:

- **Delegate:** Outsource social media to professionals (like YMS Consulting) to focus on your strengths.
- **Holistic Growth:** Use social media as a tool to highlight your leadership and expertise in your niche.

 Ready to elevate your digital strategy?

Visit www.yahairamstewart.com for tailored solutions.

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