Social Media Presence Strategy

Site/Blog:

* Make sure web stats/analytics are installed and configured
* Check site for broken links (and fix them!)
* Review/update text (make sure nothing it outdated or old info)
* Update photos
* Add personalization for your department (names/photos/ranks)
* Create a plan to keep site fresh and updated on a regular basis
* Make sure you have a plan in place to review web stats regularly
* Create a plan to post articles regularly
* Make sure you Blog is properly configured with the latest and best plugins (keep up with the new updates and new technologies)
* Make sure you are submitting your RSS Feed
* Make sure you have a good strategy for using Keywords/Tagging/Categorizing on posts
* Make sure your Blog is properly connected to your various social media sites

General Marketing:

* Put a plan in place to syndicate articles
* Make sure people know about your site/blog/social media platforms
* Keep track of your social media accounts, who is following, and why they are following

Twitter:

* Make sure your custom background is created and compelling
* Take some time to be sure your goals and objectives are outlined (you’ll get more out of Twitter if you know what you are doing and why)
* Create a plan to build followers
* Review how often you are tweeting and what tweets you are getting results from
* Follow your feed and see follow any/all interaction with your profile

Facebook:

* Take some time to be sure your goals and objectives are outlined (you’ll get more out of Facebook if you know what you are doing and why)
* Set up a strong Facebook fan page
* Create an action plan to increase Fans and promote page
* Make sure your FB badge is placed on your site and you are linking from sig line in emails etc.
* Create an action plan to network and engage friends/fans
* Create an action plan to keep content updated

LinkedIn:

* Make sure your profile is set up and complete
* Request endorsements
* Participate in Questions and discussions
* Connect your profile to your other social media accounts

Youtube:

* Create an account and personalize it
* Upload videos and footage of your department
* Make the videos embeddable
* Tag the videos
* Use the videos on your blog/site and link to it on twitter!

Other social media sites:

* Find other relevant industry social media sites
* Create your profile and create an action plan for the social media platform

Some of this information was used from: <http://www.searchenginejournal.com/2011-seo-and-social-media-checklist/26172/#ixzz1JvOqlHLn>