Social Media Checklist

By following this checklist, you can confidently **build, manage, and grow a consistent and engaging social media presence.**

- [ ] **Integrate Social Accounts to Post Library Content**
  Before you begin posting to social media using your FMG dashboard, you will need to connect your social accounts to FMG and, if not already completed, link your social accounts to your website and email footers.

  Integrating Accounts › | Linking Accounts ›

- [ ] **Activate Automations**
  Use FMG's social automations to automatically post to your social networks once scheduled, making engagement on social media effortless. Learn about FMG's various automated campaigns in these articles.

  Social Foundations › | Monthly Market Insights › | Using Social Sequences ›

- [ ] **Download the FMG Mobile App**
  With the mobile app, you have access to compliance-ready, personalized, and AI-driven content to share content across email and social media with a click of a button.

  Using the App › | Using AI in the App ›

- [ ] **Learn How to Post Content**
  Find a piece of content you want to share, but there's no social post for it? Not a problem! Many of FMG's content pieces can still be shared. In these articles we guide you through sharing content from the library, whether it's designed for social or not.

  Posting Library Content › | Sharing Social Posts ›

- [ ] **Customize Your Social Posts**
  FMG enables you to easily customize your social posts. You can select specific social accounts, upload videos or images, and leverage Muse AI, FMG's content generator, giving you total creative control over your brand's online presence. Remember to optimize images according to your chosen platform.

  Using Canva › | Optimizing Images › | Write Smarter with Muse AI ›

Best Practices

Use the following best practices to keep your social media channels active and your audience engaged.

Post Consistently

Social media is a numbers game, which means that you should find a consistent posting schedule so that followers can expect new content at a certain rate. It also makes it easier for new people to find you when browsing social media.

Engage with Everyone

Engagement is critical to social media. But this doesn't mean only posting content and replying to comments. Engaging with everyone means commenting on other user's posts and participating in industry conversations. Talk with people you know and those you don't to expand your network.

Vary Your Content

Since social media is such a prevalent aspect of marketing, it's important to stand out amongst your competitors. That's why it's crucial to post varied content – this includes both the subject and the medium (video, written, infographic, etc.).

Test Different Platforms

Don't focus all your attention on one platform. Try your hand at multiple to see which ones perform best for your target market. Give the testing time. Then, focus your energy on the channel that sees the best result.

Stop the Scroll

With so many other users on social media, it's important to stand out to receive good results. Outside of varying your content, use your initial headline, video, and images to catch the attention of other users.

Ready to Upgrade Your Marketing?

Our award-winning platform makes it easy to build your brand, stay in touch with clients, and grow your business – all from one tool. Curious to learn more?

Give us a call at 858-251-2400.