



## Lamphills Interactive Checklist: Building Your Social Media Presence

This interactive checklist provides a clear step-by-step guide in building their social media presence. Use this checklist to create a strong and consistent social media strategy or check off tasks as you complete them to stay organized and on track.

### 1. Optimizing Profiles

- **Update Profile Picture & Cover Image**  
Ensure images are high-quality and match your brand's visual identity across all platforms.
- **Write a Clear, Compelling Bio**  
Use your brand voice to communicate who you are and what you offer. Include relevant keywords for search optimization.
- **Add Links to Your Website or Landing Pages**  
Ensure you have updated, clickable links directing users to your key online resources.
- **Utilize Highlights or Pinned Posts**  
Feature important content (e.g., product launches, FAQs, or tutorials) that you want followers to easily access.

### 2. Creating Content Calendars

- **Plan Content Themes**  
Define the types of content you'll post (e.g., educational, behind-the-scenes, promotional, user-generated).
- **Create a Weekly/Monthly Posting Schedule**  
Establish how often and when you will post to maximize engagement (consider optimal posting times for each platform).
- **Design Visual Assets in Advance**  
Use tools like Canva or Adobe Spark to create your posts and ensure they align with your brand's visual style.

- **Plan Campaigns Around Key Events**

Identify holidays, product launches, or other important dates to build campaigns and create anticipation.

### 3. Tracking Key Metrics

- **Engagement Rate**

Track likes, comments, shares, and overall interactions with your posts. Use tools like Buffer, Hootsuite, or native platform analytics.

- **Click-Through Rate (CTR)**

Measure how many users click on your links, whether in bio, stories, or posts. Ensure your call-to-action (CTA) is clear and enticing.

- **Conversions**

Monitor how your social media traffic converts into sales, sign-ups, or other key actions. Use tools like Google Analytics or Facebook Pixel.

- **Follower Growth**

Regularly track your follower count across platforms and identify patterns in growth during campaigns or special events.

### 4. Engaging with Followers

- **Respond to Comments & Messages**

Engage with your audience by replying to their comments and direct messages within 24 hours.

- **Like, Share, and Comment on User Content**

Show appreciation by interacting with user-generated content that mentions your brand or product.

- **Create Polls, Quizzes, or Interactive Stories**

Use platform features like Instagram polls or Facebook quizzes to gather feedback and keep followers engaged.

- **Host Q&A Sessions or Live Events**

Go live or host a Q&A session to address your audience's questions and interact in real-time.