

Social Media Checklist for Events promotion

Social Media List:

Google (Plus) Search

Facebook

Yahoo

Blogger

LinkedIn

Tumblr

Instagram

WordPress

Reddit

YouTube

(first captured @)

http://www.reddit.com/r/GuyRCook/comments/31reti/social_media_list/

Tools: Google profile, Evernote, BufferApp/pablo/

Social accounts: Twitter, Facebook, Google+, Tumblr, Pinterest, LinkedIn, Wordpress.com

Tracking: SocialMention.com

Get Started

1. Write up your campaigns promotional text in a notebook shared to team members in Evernote for the campaign, much better than sending emails back and forth.

Keep these text 'blurbs' as short as you can for the sake of twitter (140 characters max, better to have it closer to 100 for the purpose of retweeting by others)

Add link to the logo for use in the images that will be created in pablo

Share the notebook to collaborators, and (important) keep those notes in Evernote available and open for copy and paste in the next step

2. Login to <https://buffer.com/pablo> , for making the images with the text built in the Evernote notebook this video <https://youtu.be/fPyVi7xS39s> shows how to populate pablo images with the text from Evernote and create the image for this campaign and save the result to your drive on your desktop computer.

3. Once you have created the pablo image, you can then share it via your social channels:

Create the 'information page' with the same image you have from Pablo that you saved before

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Google+ - Google + profiles and pages can be shared to with buffer, OR you can do those separately by your own hand, remembering that posting in Google + works better at the best times to post due to the volume of the posts that it has.

Facebook – Facebook too can be in the buffer app via pablo for sharing, OR since you've saved the images for your campaign you can upload those to facebook profiles, pages or groups by your hand.

Yahoo - using Yahoo in the My Yahoo page, your own collection of other channels, a 'morning paper' to generate ideas for sharing with followers of your Social channels. Yahoo is one of the search engines to submit your information page

Submit Your Site

The goal of Yahoo Search is to discover and index all of the content available on the web to provide the best possible search experience to users. The Yahoo Search index, which contains several billion web pages, is more than 99% populated through the free crawl process. Yahoo also offers several ways for content providers to submit web pages and content directly to the Yahoo Search index:

Yahoo Search Submission

Submit Your Site for Free:

Suggest

your site for inclusion in Yahoo Search (requires registration).

Twitter - since pablo is a part of buffer.com you can share directly from Pablo to your entire network of Twitter accounts at once, and then to lists from Twitter. The Tweetdeck interface from tweetdeck.com is another way to share tweets, with images also AND schedule them too.

Tumblr – using your saved images and the text that is in Evernote, posting to your Free blog @ Tumblr.com is as easy as cake to do. Then once there as a post on your Tumblr, you have options there for Permalink, Posted Now, Tweet this and comment.

The image you put onto the 'information page' can be shared via Pinterest boards, or even sent to other Pinners that you know.

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LinkedIn - Sharing via buffer to either your LinkedIn profile or your company page is possible from pablo using the dashboard in buffer.

Wordpress.com – username.wordpress.com gives you another free presence on the web, that you can post into from the dashboard easy as cake to do. <https://> makes this a good place to have PDF downloads (like this one is)

Instagram - Connect your Instagram account to your Facebook, Twitter and/or blog to share on multiple platforms. Interract with other Instagram users. Don't just post and run. Reply to the people who have taken time to comment, answer questions that users have asked, comment on and "like" other photographer's photos, and generally be a good person on Instagram.

Read more at

<http://www.iheartfaces.com/2014/08/6-ways-to-use-instagram-more-effectively/#e8FwHj6VTiuQgOPd.99>

Despite requests from many users for the ability to upload photos from their computers, Instagram offers no such feature.

Reddit - , a very popular channel, Reddit is a social news platform that allows users to discuss and vote on content that other users have submitted. To help police the site and prevent spammers from bombarding readers, Reddit came up with "karma" points

<http://www.socialmediaexaminer.com/reddit/> has 'the rest of the story' on reddit and sub-reddits using good sub-reddits

YouTube

How to Create A YouTube Business Account

All YouTube accounts need to be directly tied to a Google+ account. There are two main ways to tie your brand to a YouTube account.

1. If you already manage a brand Google+ Page, you can use that to create a YouTube account for that brand.

2. Otherwise, you can create a YouTube account for a brand that will automatically create a Google+ Page for that brand.

This social media channel is the most popular video oriented site and has an estimate of over **1 billion unique visitors every month** , with over 100 hours of video uploaded to YouTube every minute. A huge factor to note with YouTube is that (1) it's the second largest search engine after Google (not Yahoo or Bing!). So, having content here that is optimized to be found by someone looking for your product, service, or niche can have enormous benefits; and (2) YouTube is owned by Google! When it comes to boosting your SEO (Search Engine Optimization) ranking, **videos are over 50 times more** likely to appear on the first page of search results as part of the blended results that Google now shows.