

A Guide to Social Media Marketing for Small Businesses

Worksheet 2: Current Social Media Presence					
Platform:	Is your business using this platform?		Current number of followers, likes, etc.	Last date of posted content:	Post with the most follower engagement:
Google+	YES	NO			
Yelp	YES	NO			
Facebook	YES	NO			
Twitter	YES	NO			
YouTube	YES	NO			
LinkedIn	YES	NO			
Instagram	YES	NO			
Pinterest	YES	NO			
Blog	YES	NO			
Other:	YES	NO			
Other:	YES	NO			
Identify your 3 most successful platforms to date. This isn't necessarily based on followers; it could be where you have the most content or the most customer engagement.			<ol style="list-style-type: none"> 1. 2. 3. 		
Identify any platform accounts that need to be deleted.					
Document your company website traffic and page views.					
Based on these results, identify the top 3 social media platforms where you would like to focus your marketing efforts.			<ol style="list-style-type: none"> 1. 2. 3. 		