

Offline to Online

Ensure that all opportunities to direct people to your social media accounts are maximized by following this checklist, brought to you by JC Social Media.

Place	Criteria	✓
Email signature	Include logos with links to your social media profiles on your email signature, for you and all your team	
Website	Include your social media buttons at the top, 'share' buttons on all pages and articles, plus sidebar feeds	
Marketing material	Include your usernames on all literature, including business cards, leaflets, posters, pop up banners, etc.	
Events	Include social media as part of an event build up. Create a hashtag to include in the sign up and follow up process, encourage discussion over social media, display live feed screens at the event	
In your place of work	Display social media signs in places where people are typically waiting. On the walls in a waiting area, on tables, etc.	
Your products	Does all your packaging display usernames? What about PowerPoint presentations? Menus? Promotional items or anything you have branded are perfect social media discussion starters	
Follow up process	Follow up clients and customers over social media. Look people up on social media once you have their business card	
Client relationship management	Collect usernames of customers, collaborators and suppliers, use to find them over social media. Tie in social media as part of the buying process, use share buttons when purchases are made, encourage reviews on LinkedIn from happy customers	
Your team	Ensure your team are following the same practices with directing your networks to your social media profiles	
Cross-pollination	Utilise spaces on social media platforms to display your other usernames, for example on your LinkedIn profile	