

facebook

- Post 1-3x a day, 5-7 days a week
- 'Like' & comment on 2 relevant posts a day
- Tag pages in posts to broaden your audience
- Invite email contacts once a quarter
- 'Like' 1 relevant business pages a month
- Check your Facebook Insights once a week

LinkedIn

- Connect with 3-5 people a week
- Request & write 1 recommendation a week
- Endorse 3-5 connections a week
- Export your connections to your database once a quarter
- Join relevant groups and contribute 3x a week

twitter

- Tweet at least 5x a day, 5-7 days a week
- Use relevant hashtags in every tweet (no more than 3 per tweet)
- Follow 10 new people a day
- Retweet content from potential referrals

Google+

- Add 5 people/companies to your circles per day
- Post 1-3x a day, 5-7 days a week
- Join relevant communities and contribute 3x a week
- 'Like' and comment on 2 relevant posts a day

Double Your Business & Dominate Your Market

Pinterest

- Follow 3-5 Pinners a week
- Pin or repin 1-5 pins a day, 5-7 days a week
- Use appropriate descriptions & hashtags on each of your pins
- 'Like' or Comment on 1-5 relevant pins a day

Instagram

- Post 1-5 photos per week
- Use appropriate hashtags in your captions
- Comment on 1-5 photos a day
- Like 10-20 images a day
- Tag the location of your photos
- Share photos on other social sites

Sites To Help Find Content

- GR & PX social sites
- Feedly
- StumbleUpon
- Paper.li
- Pinterest
- Prismatic
- Buffer
- Alltop

Best Practices

- Post/Tweet photos/videos to get more engagement
- Check trending hashtags to join conversations
- Include a CTA or question at the end of every post
- Use SEO rich keywords in each post
- Post 70% fun content, 30% business