

Ontario
Chiropractic
Association

SOCIAL MEDIA TOOLKIT

WITH CONTENT PROVIDED BY



THE TOOLS

HOW-TO GUIDES

- [How To Set Up Your Social Media Accounts](#)
- [A Beginner's Guide To Blogging](#)

MEDIA TOOLS

- [Social Media](#)
- [Social Media Post Checklist](#)
- [Social Media Etiquette](#)

HOW-TO GUIDES

SETTING UP YOUR SOCIAL MEDIA ACCOUNT

HOW TO SET UP YOUR FACEBOOK FOR BUSINESS ACCOUNT

Step 1

Create a Page from your account

- Click the arrow in the top-right corner.
- Choose Create Page.



Step 3

Choose an industry-specific category

- Choose a category that matches your business. Then fill out some basic info about your business.
- Agree to the Facebook Pages Terms.
- Click Get Started.



Step 2

Choose a business category for your Page

Select the type of Page you want to create from the following categories:

- Local Business or Place
- Company, Organization or Institution
- Brand or Product
- Artist, Band or Public Figure
- Entertainment
- Cause or Community



Step 4

Optimize and start connecting

- Add a description and your website address, if you have one.
- Add a profile picture from your computer or device.
- You can also add your Page to your Favorites on your Facebook account, so you'll have easy access to it when you log in.
- With Reach More People, you can immediately start reaching new audiences.
- Click Save Info and your Page is ready to go.



Content
provided by:



Check out

facebook for business

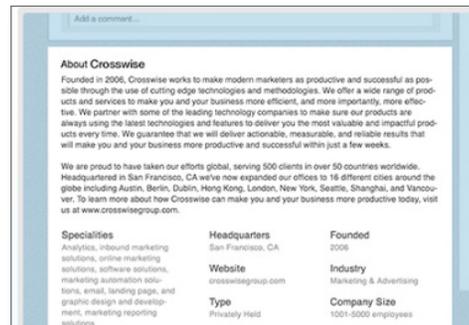
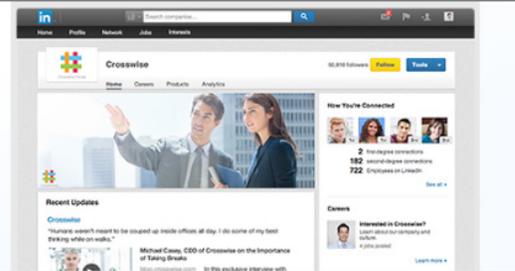
for more info!

HOW TO SET UP YOUR LINKEDIN FOR BUSINESS ACCOUNT

Create a Company Page

To get started, just enter your name and company email address. Then, verify that you are eligible to create a page on your company's behalf.

[Watch a demo ▶](#)



Complete a company profile

Create a company description and overview. Try to be concise, but include what your company does, its specialties, and what makes your business unique.

[Learn more ▶](#)

Add a banner and a logo

Include your company's logo and a banner image to bring your page to life. Your logo appears when members search for your company as well as on your employees' profiles.

[Get started now ▶](#)



Content
provided by:

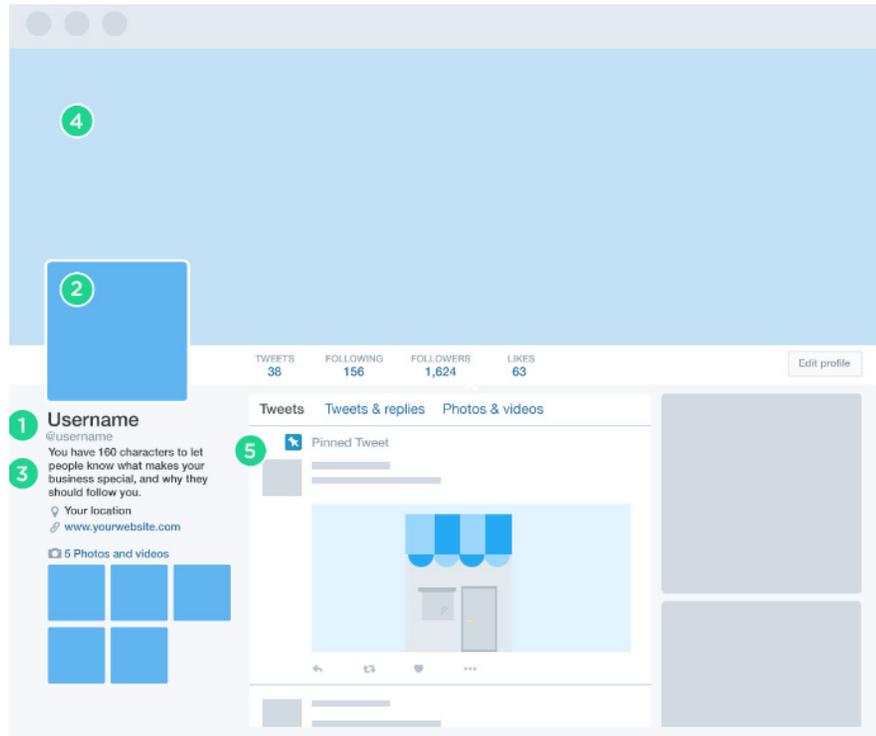


Check out

LinkedIn Company Pages

for more info!

HOW TO SET UP YOUR TWITTER FOR BUSINESS ACCOUNT



1 | Your Twitter @username

Your username, also known as your handle, is your unique identifier on Twitter. It can contain up to 15 characters and should help people easily find your business. Your name appears on top of your username. They can be the same — but they don't have to be.

2 | Your profile photo

Choose a profile photo that visually represents your business or brand and fits well in a small space. This image isn't just on your profile page; it will be shown as the icon in every Tweet you post.

3 | Your bio

You have 160 characters to let people know what makes your business special, and why they should follow you. Include useful information, such as your location or business hours, and a link to your website. Use a unique link, so you can track visitors to your site from Twitter.

4 | Your header image

Consider this a billboard for your business. You can feature products, use a graphic with text, or highlight your employees. Swap out this image periodically to spotlight promotions, events, or product news.

5 | Your pinned Tweet

Keep an important Tweet at the top of your timeline by pinning it there. Click on the "more" option on the Tweet you want to pin and select "Pin to your profile page." Use this feature to make sure visitors to your profile can't miss your latest news, products, offerings, or events.

Content
provided by:



Check out  for more info!

HOW-TO GUIDES

A BEGINNER'S GUIDE TO BLOGGING

A BEGINNER'S GUIDE TO BLOGGING

Step 1

Find a Great Topic

The key to writing a great blog is to answer a commonly asked question.

For example, if you're a dentist, think about the questions that patients ask. Upon reflection, you will probably find that many patients ask the same thing, like, "Should I floss before or after brushing?" Well, if they are asking you that question, it's highly likely that they've already asked that question to Google.

With this in mind, it's time to start answering the questions that you receive from clients. Why not write a blog that provides value, and gives your website an opportunity to show up in search results?

Step 2

Make it Relevant

Most business owners use blogs to promote their business by announcing upcoming events, promotions, products, and services. Blogs are also used in an attempt to rank for particular keywords.

It's time to stop the madness.

I'd like to introduce you to something called 'evergreen content'. Evergreen content refers to content that was relevant 10 years ago, and will be relevant 10 years from now. Unlike breaking news, evergreen content covers topics that are consistently being searched online. This will drive new search-based traffic to your website.

Step 3

Optimize Your Blog

The key to having your blog rank in search engines is to focus on low-competition keywords and phrases. After all, ranking for highly competitive keywords is complex, so it helps to write a blog that is focused on a service more niche to your industry.

Here's another tip: Make sure to add a custom image to your blog. If you're feeling ambitious, you can even go the extra mile and create a meme or infographic!

It's also important to note that search engines can't read images, so use your keyword in the Alt tag of all images.

Finally, SEO optimization is also a must. If you can optimize your blog on your own, that's great! If not, be sure to speak to your internet marketing company and have them optimize all published blogs. This will allow your content to be indexed by search engines.

Step 4

Share Your Blog on Social Media

The final step is to syndicate your content!

Ensure that every published blog is shared on all of your social media channels. This will not only generate conversations within your social communities, but it will also raise your credibility – and generate more inbound links.

It's also important to make your blogs "share-able." In order to do so, make sure every page of your site has social share buttons. This will encourage others to promote content on your behalf!

Content
provided by:



Check out  for more info!

See
To The Top
Blog!

MEDIA TOOLS

SOCIAL MEDIA CHECKLIST

SOCIAL MEDIA POST CHECKLIST



Step 1

Define Your Audience

Identify your target customer's demographic, including:

- Age
- Gender
- Occupation
- Income Level
- Educational Level
- Type of Industry
- Number of Employees
- Type of Business
- Revenue

Step 2

Create Shareable Content

Keep these tips in mind:

- Keep posts between 300 and 500 words
- Include a featured image on each post
- Optimize posts to include a target keyword
- Make sure you have a call to action
- Make sure you have a social sharing button

Step 3

Get Started!

These tips will help you dominate Social Media:

- Figure out how many times you want to post a day
- Use paid ads to promote content and increase awareness
- Respond to followers
- Tag relevant pages if you're discussing them

Content
provided by:



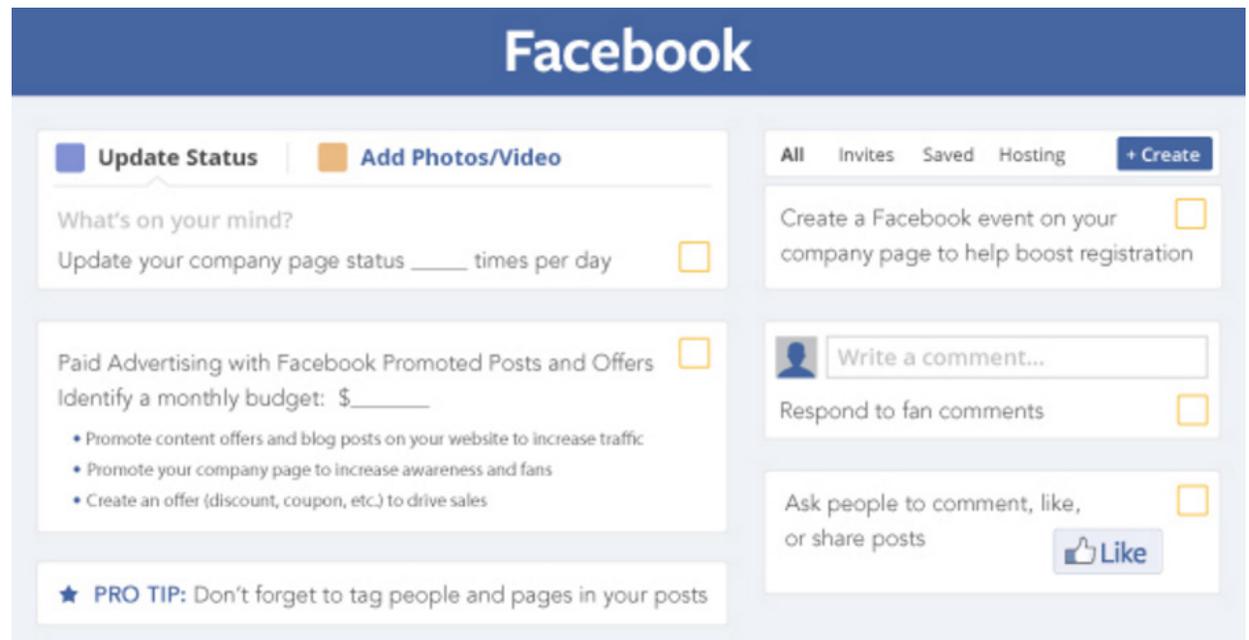
Check out **post planner** for more info!

SOCIAL MEDIA POST CHECKLIST

FACEBOOK

These tips will help you dominate Facebook:

- Determine post frequency
- Boost your post to reach more people
- Engage with followers by liking and responding to their comments
- Include other companies in your conversations by mentioning them in your post



The screenshot shows the Facebook 'What's on your mind?' post creation interface. At the top, there are two main options: 'Update Status' (selected) and 'Add Photos/Video'. Below these, there is a text input field with the placeholder 'What's on your mind?' and a sub-field for 'Update your company page status ____ times per day'. To the right, there are tabs for 'All', 'Invites', 'Saved', 'Hosting', and a '+ Create' button. Below the tabs, there are several suggestions and options: 'Create a Facebook event on your company page to help boost registration', 'Paid Advertising with Facebook Promoted Posts and Offers' (with a sub-field for 'Identify a monthly budget: \$_____'), 'Write a comment...' (with a 'Respond to fan comments' option), and 'Ask people to comment, like, or share posts' (with a 'Like' button). At the bottom, there is a 'PRO TIP: Don't forget to tag people and pages in your posts'.

Content
provided by:



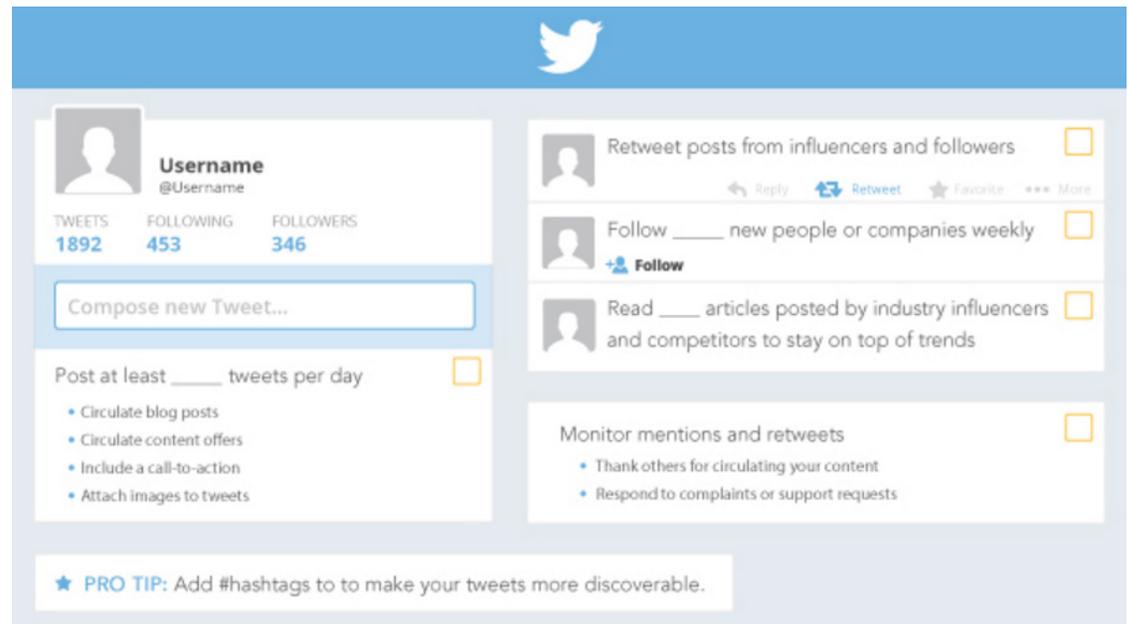
SOCIAL MEDIA POST CHECKLIST



TWITTER

On Twitter, you need to know these tips:

- How many tweets to send on daily. Tweets should include:
 - Blog posts circulation
 - Content offers
 - Call to action
 - Attach image
- Retweet influencers
- Follow new people every day
- Monitor keywords and mentions
- Respond to tweets



SOCIAL MEDIA POST CHECKLIST



Make sure you use these tips:

- Share your content a few times a week
- Promote posts from influencers in your industry
- Circle new people every day
- Offer hangout sessions
- Make sure your posts are public

A screenshot of the Google+ interface. At the top is a red header with the 'Google+' logo. Below the header, there's a white box with a text input field labeled 'Share what's new...'. Underneath the input field, there's a checklist of tips: 'Share content at least ___ times a day to your personal profile and company page' with a checkbox, and a bulleted list: 'Circulate content offers and blog posts', 'Share content from industry influencers', and 'Promote events and job postings'. To the right of the input field is a small yellow square icon. Below the checklist, there's a 'PRO TIP' box: '★ PRO TIP: Make sure your posts are "Public" to reach maximum users/search'. To the right of the main content area, there's a 'You may know' section with a user profile for 'Jane Doe' and an 'Add' button. Below that is another checklist item: 'Follow ___ new people or companies each week' with a checkbox. Further down, there's a section for 'Offer a Google+ Hangouts on Air session to prospects and customers' with a checkbox and a green button labeled 'Start a video Hangout'. At the bottom right, there's another 'PRO TIP' box: '★ PRO TIP: Promote events and webinars using Google+ Events'.

Content
provided by:

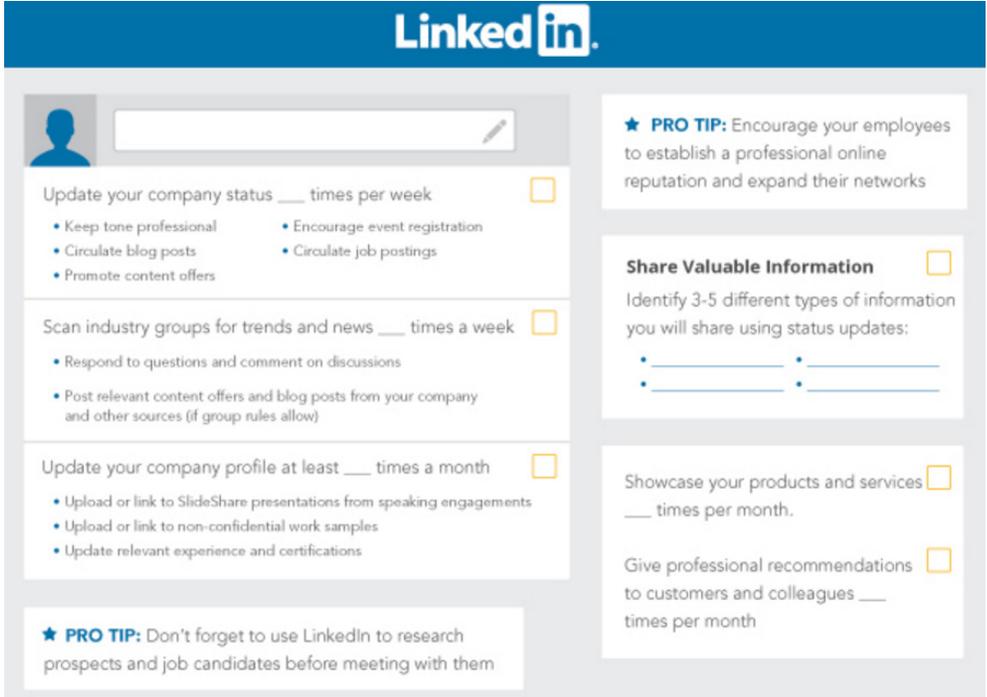


SOCIAL MEDIA POST CHECKLIST

LINKEDIN

LinkedIn is a different breed, here's what you need to know:

- Update your status a few times a week
- Scan industry groups a few times a week
- Learn to update your company profile
- Use LinkedIn to research prospects



LinkedIn



Update your company status ___ times per week

- Keep tone professional
- Circulate blog posts
- Promote content offers
- Encourage event registration
- Circulate job postings

Scan industry groups for trends and news ___ times a week

- Respond to questions and comment on discussions
- Post relevant content offers and blog posts from your company and other sources (if group rules allow)

Update your company profile at least ___ times a month

- Upload or link to SlideShare presentations from speaking engagements
- Upload or link to non-confidential work samples
- Update relevant experience and certifications

★ **PRO TIP:** Encourage your employees to establish a professional online reputation and expand their networks

Share Valuable Information

Identify 3-5 different types of information you will share using status updates:

- _____
- _____
- _____
- _____

Showcase your products and services ___ times per month.

Give professional recommendations to customers and colleagues ___ times per month

★ **PRO TIP:** Don't forget to use LinkedIn to research prospects and job candidates before meeting with them

Content
provided by:



SOCIAL MEDIA POST CHECKLIST



PINTEREST

Pinterest will be useful when you use these tricks:

- Add keywords in your pins
- Add boards clients would be interested in
- Follow new boards each week
- Make sure pins are linked back to your website

The graphic features a red header with the 'Pinterest' logo. Below it, there are three white boxes with rounded corners, each containing a tip. The first box has a background image of a city skyline and text about adding new pins and boards to a company page, with a list of 'Products' and 'Examples of your work'. The second box has a background image of a jar of infused water and text about following new inspiring boards. The third box has a background image of a red pin icon and text about using keywords in descriptions and board titles. At the bottom, a white box with a red star icon contains a 'PRO TIP' about linking pins back to a website.

Pinterest

Get discovered by millions of people looking for things to plan, buy and do.

Join as a business

Each month, add ___ new pins and boards to your company page

- Products
- Examples of your work

Follow ___ new inspiring boards each week from users related to your industry

Always use keywords in your pin descriptions & board titles

Add boards that your clients would be interested in

★ **PRO TIP:** Make sure pins link back to your website to drive traffic

Content
provided by:

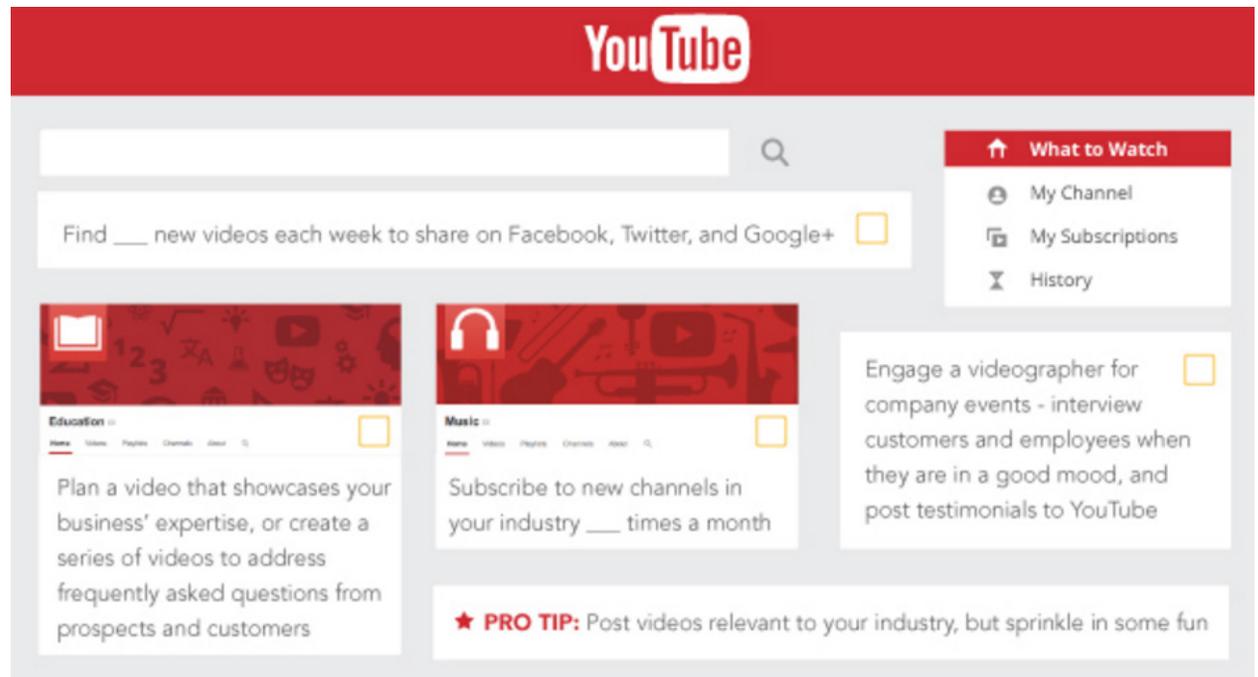


SOCIAL MEDIA POST CHECKLIST

YOUTUBE

When marketing on YouTube, keep this in mind:

- Create a video that showcases your expertise
- Ask questions from fans and create videos to address them
- Add fun in your videos
- Use a videographer for events



The image shows a screenshot of the YouTube homepage. At the top is the YouTube logo. Below it is a search bar and a notification that says "Find ___ new videos each week to share on Facebook, Twitter, and Google+". On the right side, there is a "What to Watch" section with links to "My Channel", "My Subscriptions", and "History".

Overlaid on the page are several marketing tips:

- Education:** Plan a video that showcases your business' expertise, or create a series of videos to address frequently asked questions from prospects and customers.
- Music:** Subscribe to new channels in your industry ___ times a month.
- General Tip:** Engage a videographer for company events - interview customers and employees when they are in a good mood, and post testimonials to YouTube.

At the bottom, a **PRO TIP** states: "Post videos relevant to your industry, but sprinkle in some fun".

Content
provided by:

SOCIAL MEDIA POST CHECKLIST



SLIDESHARE

SlideShare is a great platform. Here's what you need to know:

- You can use Slideshare for:
 - Presentations
 - Infographics
 - eBooks
 - Case studies
- Update your account consistently
- Find great posts and convert them to slides
- Don't forget to credit sources

The screenshot shows the Slideshare website interface with a teal header. Below the header, there are several checklist items:

- Content to add to Slideshare:** A list of content types: Presentations, Infographics, eBooks, and Case Studies. An **Upload Now** button is next to the list.
- Update SlideShare at least ___ times per month:**
- Write ___ blog posts per month sharing a great piece of content you found on SlideShare that would help your target audience address their key challenges:**
- Search SlideShare for content relevant to your target audience, and share on your company's social networks:** A thumbnail for a presentation titled "HOW TO TURN YOUR CUSTOMER BASE INTO A REVENUE ENGINE" is shown next to this item.

At the bottom, a **★ PRO TIP:** Always remember to credit the source of the content and images, while linking back to their website or blog as a professional courtesy.

Content
provided by:



MEDIA TOOLS

SOCIAL MEDIA ETIQUETTE

SOCIAL MEDIA ETIQUETTE



ASK YOURSELF THE FOLLOWING QUESTIONS

- Should I target a specific audience with this message?
- Will anyone really care about this content besides me?
- Will I offend anyone with this content? If so, who? Does it matter?
- Is this appropriate for a social portal, or would it best be communicated another way?
- How many times have I already posted something today? (More than three can be excessive.)
- Did I spell check?
- Will I be okay with absolutely anyone seeing this?
- Is this post too vague? Will everyone understand what I'm saying?
- Am I using this as an emotional dumping ground? If so, why? Is a different outlet better for these purposes?
- Am I using too many abbreviations in this post and starting to sound like a teenager?
- Is this reactive communication or is it well thought-out?
- Is this really something I want to share, or is it just me venting?

Content
provided by:



Check out  for more info!