

**PATIENTS UNLIMITED MARKETING CONSULTANTS
SOCIAL MEDIA BONUS GUIDE
BAKER GORDON SYMPOSIUM 2017**

You must have a Social Media Action Plan for optimal results? Learn more at <http://www.pumc.com/cosmetic-plastic-surgery-internet-marketing/social-media/>
[Kathi Watkins](#), PUMC Social Media Director:

Daily Checklist

- Post to relevant social media channels
- Engage, respond and answer questions
- Comment on news articles and tips
- Monitor brand mentions
- Integrate messages across social media platforms
- Identify content to share

Monthly Checklist

- Plan your content calendar
- Choose appropriate images
- Identify hashtags and keywords
- Write and post blogs on your website
- Choose content for events and specials
- Monitor keywords and phrases

Quarterly Checklist

- Assess competition
- Audit social media results
- Adjust social media plan to include messages/images with results
- Reach out to vendors, associations and other influencers for new information
- Conduct a strategy session

