

30 Minute Social Media Gameplan – The Cheat Sheet

<http://www.panopticsocial.com/blog/>

This social media cheat sheet is provided by Panoptic Social and is intended to be used after reading our post "[30 MINUTE SOCIAL MEDIA GAMEPLAN FOR SMALL BUSINESSES](#)". If you haven't already, we recommend reading the blog post, to put this cheat sheet into context.

Sites of Interest to Audience

- 1: _____ 4: _____
2: _____ 5: _____
3: _____ 6: _____

Tone of Voice (ToV) Reminder

Fill in a bullet list of how your company should sound (fun/ serious /professional/casual). Whenever someone new is sharing on behalf of your company, show them this list and examples of real-world shares you've made to put the list into context.

- 1)
- 2)
- 3)
- 4)

In The Morning (15 mins)

Twitter – 5 mins	Facebook – 5 mins	Google Plus – 5 mins
<ul style="list-style-type: none">• Check for DMs & reply or –flag to staff• Check for any mentions & reply• Check for new followers – block spammers, pick top few & reply meaningfully to create interaction.• Schedule tweets & RTs using your list sites.• Include some with images• RT any shares in your home feed that you find interesting	<ul style="list-style-type: none">• Check for comments on Facebook page & respond, thank or ask questions where needed (engagement!)• Check for any PMs• Schedule selection of shares over the day, from list of (don't copy/paste your tweets!)• Include some video & image share (If stuck, check YouTube channels of the site list).	<ul style="list-style-type: none">• Check for comments on Google+ page• Check for new page followers & try to engage them (say thanks, comment on a share on their profile, etc.)• Schedule selection of shares to go live over the day from site list• Include some vids in shares, as with Facebook• +mention people who you're re-sharing• Find a Google+ community to join, or if you're already a member of a couple, comment on, +1 and re-share interesting content

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In The Afternoon (15 mins)

Twitter – 5 mins	Facebook – 5 mins	Google Plus – 5 mins
<ul style="list-style-type: none">• Check for replies or mentions from the morning & reply appropriately• Check for new DMs reply• Schedule a tweet to go live in the morning to buy you some time!• Add one influencer in your industry to a public twitter list (<i>don't need to do this every day, a couple of times a week is fine – pick the best people</i>).	<ul style="list-style-type: none">• Check for comments or messages and reply• As with Twitter, schedule a share or two to go live first thing, to buy you some well-needed time in the morning.	<ul style="list-style-type: none">• Check for comments & reply appropriately• Spend 2 or 3 mins looking over other people's shares, find one or two to comment on.• Add to a new circle, anyone who's shares you find interesting (create a new circle if you don't have an appropriate one for them already). <i>Note: People will be notified you added them to a circle, but won't be told what the circle you added them to is called.</i>

Dealing With Complains

Even before you receive any complaints, have in-mind how you'll deal with them, who to escalate any serious issues to, and how you will try to turn a complainer into a brand ambassador.

If you're unsure on how to do this, re-read our blog post: "[30 MINUTE SOCIAL MEDIA GAMEPLAN FOR SMALL BUSINESSES](#)" for a quick re-cap.

For More Social Media Advice, Visit the [Panoptic Social blog](#)