

- UPDATE ABOUT SECTIONS AND ENSURE ALL COMPANY DETAILS ARE CORRECT
- ENSURE BRAND INDENTITY IS CONSISTENT
- ESTABLISH AND ANALYSE YOUR AUDIENCE
- INVITE POTENTIAL NEW FOLLOWERS
- ANALYSE YOUR COMPETITORS
- CREATE CONTENT CALENDAR
- CREATE PERIODICAL CONTENT STRATEGIES
- ESTABLISH A POSTING SCHEDULE
- REGULARLY MONITOR STATS AND INSIGHTS
- SET SHORT, MEDIUM & LONG S.M.A.R.T GOALS