



Intro to Social Media Presence

For Tourism Operators

WorkBook



MyDigitalPresence.Coach

Facebook

Tip: Remember you must have a personal Facebook account to log into your business page.

1. Have you created a business Facebook page?

Yes

No

Unsure

2. Have you set up a handle for Facebook?

Yes

No

Unsure



Facebook

3. Have you completed all relevant sections of your profile?

Yes

No

Unsure

4. Have you added your business hours?

Yes

No

Unsure

5. Have you used a high quality logo for your profile photo?

Yes

No

Unsure



Facebook

7. Have you added a marketing photo to your cover photo area?

Yes

No

Unsure

8. Have you invited friends to like your page?

Yes

No

Unsure

9. Have you updated your business button?

Yes

No

Unsure



Instagram

Tip: Remember you to connect your Instagram and Facebook accounts to cross post easily.

1. Have you created a business Instagram profile?

Yes

No

Unsure

2. Does your handle match or closely resemble your Facebook handle?

Yes

No

Unsure



Instagram

3. Have you added a bio and website link to your profile?

Yes

No

Unsure

4. Have you made a feed post?

Yes

No

Unsure

5. Have you made a story?

Yes

No

Unsure



Instagram

6. Have you posted both a video and photo to your feed?

Yes

No

Unsure

4. Have you added hashtags to your post?

Yes

No

Unsure

5. Have you saved your hashtags for later use?

Yes

No

Unsure



YouTube

1. Have you created a professional YouTube account?

Yes

No

Unsure

2. Have you added your business logo?

Yes

No

Unsure

3. Have you added channel art?

Yes

No

Unsure



YouTube

4. Have you uploaded a video?

Yes

No

Unsure

5. Have you created a channel trailer?

Yes

No

Unsure

6. Have you invited guests to subscribe to your channel?

Yes

No

Unsure



Twitter

1. Have you created a profile?

Yes

No

Unsure

2. Have you used the same handle as your other platforms?

Yes

No

Unsure

3. Have you added your logo

Yes

No

Unsure



Twitter

4. Have you added a cover photo?

Yes

No

Unsure

5. Have you made a tweet with a hashtag?

Yes

No

Unsure

6. Have you searched other tweets by hashtag?

Yes

No

Unsure



Twitter

7. Have you started to follow industry related accounts?

Yes

No

Unsure

8. Have you created a messaging strategy?

Yes

No

Unsure

9. Have you made a tweet that includes photo or video?

Yes

No

Unsure



Audit

Does your Social Media channels answer these questions?

1. What or who is your business?
2. What services or products do you provide?
3. Where is your business located?
4. When are you open? Seasonal, holidays or weekends?
5. What is your service or delivery area?
6. How can I shop/interact with your business? ie. Email, online, curbside, take out.

