

LEARN *my* CRAFT

Social Media Checklist

LEARNMYCRAFT.COM

Check-list

SOCIAL MEDIA

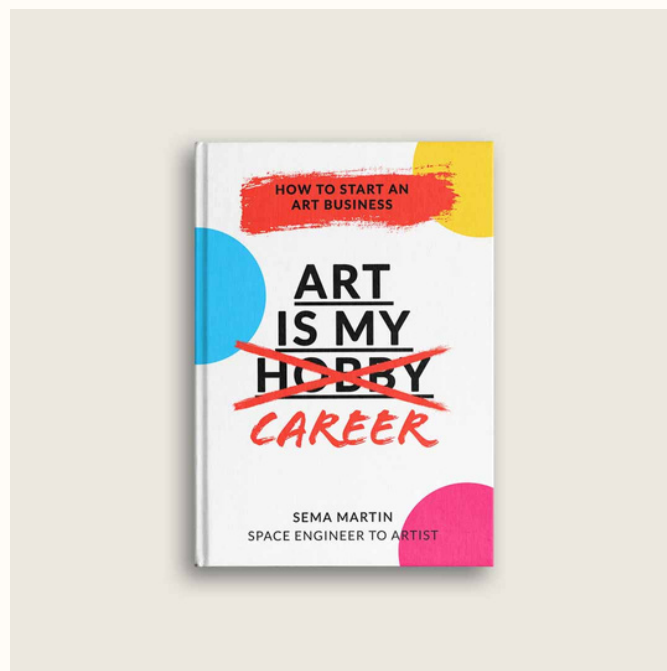
READY TO GROW YOUR SOCIAL MEDIA?

Best platforms you should be using to build your art business:

1. Instagram
2. Facebook
3. Twitter
4. LinkedIn
5. TikTok

Turn to **Chapter 6** of the book 'Art is my career – How to start an art business' for a step-by-step guide to social media marketing for artists and creatives.

In this chapter, you will learn how to use the power of social media to build a loyal following of fans and how to turn them into passionate collectors of your work.





Instagram

CHECKLIST

DAILY TASK	S	M	T	W	TH	F	S
ADD ONE POST WITH RELEVANT HASHTAGS AND A CALL TO ACTION.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LIKE & REPLY TO ALL COMMENTS & DMS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ADD A PHOTO OR VIDEO TO STORIES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMMENT ON 5 POSTS RELEVANT TO YOUR TARGET AUDIENCE.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ENGAGE ON 5 STORIES RELEVANT TO YOUR TARGET AUDIENCE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WEEKLY	1	2	3	4
FOLLOW 1 NEW ACCOUNT RELEVANT TO YOUR TARGET AUDIENCE.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DM 2 PEOPLE RELEVANT TO YOUR TARGET AUDIENCE.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CHECK ANALYTICS, NOTE BEST TIMES & POSTS.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PLAN CONTENT USING BEST POSTS FOR INSPIRATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SCHEDULE CONTENT USING BEST TIMES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MONTHLY	
UPDATE HIGHLIGHTS	<input type="checkbox"/>
CHECK LINKS AND CONTACT INFO ARE STILL CORRECT	<input type="checkbox"/>



Facebook

CHECKLIST

DAILY TASK	S	M	T	W	TH	F	S
ADD ONE POST WITH RELEVANT HASHTAGS AND A CALL TO ACTION.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LIKE & REPLY TO ALL COMMENTS & DMS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ADD A PHOTO OR VIDEO TO STORIES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMMENT ON 5 POSTS RELEVANT TO YOUR TARGET AUDIENCE.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ENGAGE ON 5 STORIES RELEVANT TO YOUR TARGET AUDIENCE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WEEKLY	1	2	3	4
FOLLOW 1 NEW ACCOUNT RELEVANT TO YOUR TARGET AUDIENCE.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DM 2 PEOPLE RELEVANT TO YOUR TARGET AUDIENCE.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CHECK ANALYTICS, NOTE BEST TIMES & POSTS.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PLAN CONTENT USING BEST POSTS FOR INSPIRATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SCHEDULE CONTENT USING BEST TIMES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MONTHLY	
CHANGE PINNED POST.	<input type="checkbox"/>
CHECK LINKS AND CONTACT INFO ARE STILL CORRECT	<input type="checkbox"/>



X (Twitter)

CHECKLIST

DAILY TASK	S	M	T	W	TH	F	S
ADD ONE TWEET.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
REPLY TO TWEETS.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FIND A CONVERSATION AND CONTRIBUTE TO IT.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FIND A NEW PERSON TO CONNECT WITH AND MAKE CONTACT WITH.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RETWEET SOMEONE'S TWEET RELEVANT TO YOUR TARGET AUDIENCE.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WEEKLY	1	2	3	4
ATTEND RELEVANT TWITTER CHATS (MAKERSHOUR ETC).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LOOK AT YOUR ANALYTICS.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
POST A LONGER MULTIMEDIA TWEET OR TWITTER THREAD POST.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MONTHLY	
REVIEW PROFILE AND KEEP UPDATED.	<input type="checkbox"/>
CHANGE PINNED TWEET.	<input type="checkbox"/>
SET TWITTER GOALS FOR THE MONTH AHEAD.	<input type="checkbox"/>



LinkedIn

CHECKLIST

DAILY TASK	S	M	T	W	TH	F	S
ACCEPT OR REJECT CONNECTION REQUESTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ACKNOWLEDGE CONNECTIONS - BIRTHDAYS, NEW JOBS ETC, RESPOND TO THEM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SHARE A DAILY STATUS UPDATE RELEVANT TO YOUR TARGET AUDIENCE.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SEARCH FOR CONNECTIONS RELEVANT TO YOUR TARGET AUDIENCE.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WEEKLY	1	2	3	4
LOOK THROUGH THE MOST ACTIVE GROUPS AND RESPOND TO POSTS.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RESPOND TO MESSAGES FROM OTHER USERS.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LOOK AT WHO HAS VIEWED YOUR PROFILE.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LOOK AT YOUR ANALYTICS AND MEASURE YOUR PERFORMANCE.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MONTHLY	
REVIEW YOUR ENDORSEMENTS AND KEEP THEM ON BRAND.	<input type="checkbox"/>
EVALUATE GROUPS AND EXPLORE MORE.	<input type="checkbox"/>
ADD MULTIMEDIA TO YOUR PROFILE.	<input type="checkbox"/>
RECORD ANY NEW ACCOMPLISHMENTS.	<input type="checkbox"/>



TikTok

CHECKLIST

DAILY TASK	S	M	T	W	TH	F	S
POST AT LEAST ONE VIDEO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
USE A TRENDING SOUND	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
USE TRENDING HASHTAGS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMMENT ON 5 TIKTOKS RELEVANT TO YOUR TARGET AUDIENCE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
POST IN THE MORNING SO YOUR CONTENT IS AVAILABLE ALL DAY.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WEEKLY	1	2	3	4
FOLLOW 1 NEW ACCOUNT RELEVANT TO YOUR TARGET AUDIENCE.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PLAN CONTENT USING BEST POSTS FOR INSPIRATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CONTENT DAYS, SPEND THE DAY CREATING CONTENT TO POST THROUGHOUT THE WEEK.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MONTHLY	
REPOST YOUR MOST VIRAL CONTENT EVERY 30 DAYS AFTER THE ORIGINAL POST DATE. REFRESH HASHTAGS	<input type="checkbox"/>

Check-list

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I hope this checklist has helped you figure out what to do with your social media platforms and how you can use them to create awareness for your art.

Remember, you don't need all of them!

Try them out and see which ones work best for your art and where you can find your target audience easily, then concentrate your time and efforts there.

If you would like more in-depth social media help, turn to **Chapter 6** of the book **'Art is my career - How to start an art business'**.

Good Luck!

