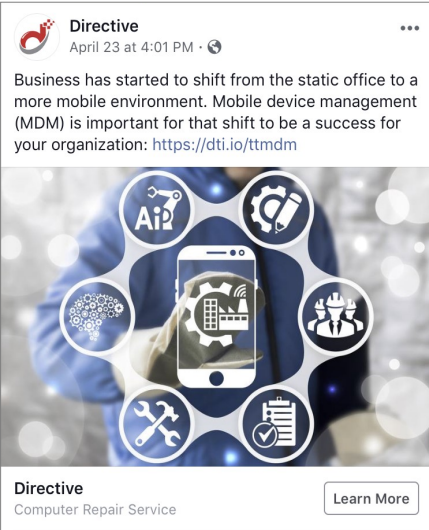


General Best Practices

- Include a visual (image or video) with every post
- Post every day
- Keep your posts short
- Link to your website whenever possible
- Shorten your links
- Monitor your channels and respond to messages/comments as soon as possible
- Don't make every post a 'hard sell' - focus on education
- Share your company culture

Recommendations

- **Hootsuite** - Social media post management
- **Ultimate Social Media Rig** - Complete social media setup



30-Day Social Media Challenge

This guide is designed to gain your company influence in the social media marketing playing field. By following each daily task, beginners and experts alike can learn effective social media marketing tactics by the end of the 30 days. The calendar was designed with you, the MSP business owner, in mind. Each day, you'll be guided through simple tasks to boost your social media marketing game.

For the 30 days, you'll focus on boosting your Facebook presence, since it's the most dominant and influential social media site. Therefore, the activities outlined each day are meant to be carried out on your Facebook Business Page. If you don't have a Page set up yet, [contact us for assistance](#).

Your daily workload should take anywhere from 5 minutes to an hour, depending on the amount of research and excellence you want to put into it. We definitely recommend picking an image or video to go with each post. Please note that if you are subscribed to our blog service, auto-posting the blogs to your social media pages is great, but they are not a substitute for the tasks in this challenge.

Breakdown of Each Day's Theme

- **Monday:** Let's face it: Mondays suck. So, we did your work for you. Every Monday on the calendar contains a ready-to-go post. Just pick an image and where you want to link!
- **Tuesday:** For Tuesdays, you'll need to find an article (preferably one on your website) that you like that is about topics that relate to your business. You'll simply share these articles and say something about the article and encouraging people to, "Check out this article" if they want to learn more.
- **Wednesday:** On Wednesdays, you'll focus your attention on generating buzz about your products and services. We've outlined some of the most popular services in the industry, but if you'd like to interchange them with another one of your choice, you are more than welcome to.
- **Thursday:** On Thursdays, you'll be posting fun things about your clients or your company culture.
- **Friday:** It's Friday, and you're already thinking about the weekend. We did the work for you! The calendar contains a ready-to-go post - just find an image and pick where you want to link to!
- **Saturday:** For Saturdays, you'll post about fun gadgets, apps, and other tech toys to generate some engagement on your Page. Send your followers to a blog on your website whenever possible.
- **Sunday:** On Sundays, you'll be posting inspiration and tips from your expertise. This will help generate an authoritative social media presence.

If any holidays fall on any of these days, your posts should coincide with the holiday instead. We recommend including an image with each post and linking to your website whenever applicable.



Platform Tips

Facebook

- Respond to engagement
- Don't post photos of others without permission
- Create albums with the images that you post
- "Highlight" big announcements
- Posts are optimized under 100 characters
- Upload videos directly to Facebook rather than sharing a link
- Boost your posts and run campaigns

Twitter

- Include Twitter handles when appropriate
- Use 1-2 hashtags at most
- Use emojis on occasion
- Share short GIFs
- You can post multiple times per day

LinkedIn

- Use professional tone
- Post about job opportunities
- Advertise more than you would on other networks
- Take advantage of LinkedIn's ad options

Instagram

- Use multiple hashtags toward the bottom of your posts
- Include emojis on occasion
- Boost your posts so your link can be clicked

30-Day Social Media Challenge

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Happy Monday! Will your machines help or hinder your productivity this week? Let us have a look with a free IT consultation! COMPANYURL	Share an article about Spam	BDR statistic or benefit	Share a testimonial from one of your clients	Does your company have a cloud solution yet? It could help you save money AND increase efficiency! Learn more about how you could benefit: COMPANYURL	Share an article about Google Chrome and/or Firefox tips	Share an inspirational quote
Does your infrastructure look like how you felt this morning when you had to wake up? Let us straighten it out! COMPANYURL	Share an article about Network Security	Email Security statistic or benefit	Show off your employees	How long could your business survive without your data? Learn how to secure your data once and for all! COMPANYURL	Share an article about smartphone apps to download	Share a helpful keyboard shortcut
Don't let your computer catch a virus this week! Learn about our antivirus solutions! COMPANYURL	Share an article about Cloud Services	Managed Services statistic or benefit	Share a case study	Are your computers acting up? Go here to see how we can help: COMPANYURL	Share an article about the newest Internet-connected devices	Share your most recent newsletter
We could be your IT department! Let us take care of your tech for you: COMPANYURL	Share an article about Cybercrime	VoIP statistic or benefit	Show off your employees	Is your company server performing to its full potential? If not, we can help: COMPANYURL	Share an article about the newest Android or Apple phone update features	Share a general technology tip
Unfortunately, things can break, no matter how careful you are. Fortunately, we can help! COMPANYURL	Share an article about the Internet of Things	<p>CONGRATULATIONS, YOU MADE IT!</p> <p>Were you able to accomplish all of the tasks? If so, then it's time to make it a habit and start doing this EVERY month, to ALL of your social media channels! Or, you can have us assist you by letting us push posts to your channels every day through our Social Media as a Service. Contact us for more information.</p>				