

New Media Checklist

Website:

	My website is less than 12 months old
	My website is more than 12 months old
	My website has a content management system (CMS)
	I update my website content at least once a week
	My website has a blog page
	I update my website blog at least once every 2 weeks
	I know what my top 10 SEO keyword phrases are
	I know how to add video to my website
	I regularly add video to my website
	I have a QR code prominently placed at my cash register or storefront window/door
	I have Google Analytics and I know how to interpret them
	I have Google Places set up

Social Media:

	I have Facebook and/or Twitter and Blog icons on my website
	I have a Facebook business page
	I have a Facebook logo by my cash register and/or in my storefront window/door
	I post on my Facebook business page at least 3 times/week
	I have a Twitter account
	I post to Twitter at least 3 times/week
	My Twitter account is tied to my Facebook business page

Newsletter:

	I have a printed newsletter that I send out at least quarterly
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E-News:

	I have an e-newsletter that I send out at least quarterly
	At point of sale I collect email addresses
	I have a printed reason why people should want to hear from me via e-news

Photos:

	I have had exterior and interior professional photos taken of my business
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Video:

	I know how to shoot video on my smart phone, video recorder or digital camera
	I have a YouTube channel
	I know how to upload video to my YouTube channel

Events:

	I regularly host events
	I regularly send invitations (via social media/e-news, etc.)
	I regularly update the Chamber to expand my event exposure

