

# GURU SOCIAL MEDIA CHECKLIST

- Google My Business Setup
- Consistent Branding on all Platforms
- Know Objectives
- Schedule Content
- Engage on each platform for at least 15 minutes a day
- Post Consistently
- Have Strong CTA's
- Read Industry News
- Engage with accounts larger than yours
- Use Video Feature
- Post to Stories
- Use Keywords in Your Verbiage
- Share Blog Posts To Website For SEO
- Create Post Templates in Canva