

MODULE 4 - SOCIAL MEDIA

Weekly Social Media / Facebook Checklist

The real challenge veterinary practices face with social media lies in how to leverage its power without allowing ourselves and our teams to become lost in the multitude of distractions it presents. The key principle that saves us from falling prey to this pitfall, however, is adhering to a formalized and strict schedule and strategy. Not only does this provide consistency, but it also provides the efficiency that drives your return on investment.

Below you will find your weekly Facebook checklist. It is extremely simple – with this as a guideline you can see that you should be spending no more than 1 hour per week actually logged into Facebook. Use this checklist with your *Social Media (Editorial) Schedule*.

» Weekly Facebook Checklist:

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(Example days would be Tuesday & Thursday)

Day _____ X 30 Minutes

- Like or comment on 3 Facebook Pages
- Add 1 item from the Social Media Schedule
- Respond to all comments

Day _____ X 30 Minutes

- Comment or Share something on 3 Facebook Pages
- Add 1 item from the Social Media Schedule
- Respond to all comments
- Share any clinic images

Questions?

Please feel free to email:
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