

GROW MARKETING AND MEDIA

**SOCIAL
MEDIA
SCORECARD**



**How to make your Social Media
and Marketing FUN!**

Welcome to the Social Media Scorecard!



Hello and welcome to the Social Media Scorecard. This scorecard has been made to help you get the most out of social media whilst adding a little bit of fun into it.

It is aimed at businesses and if you follow it, you will improve your digital footprint which in turn will increase awareness to your brand. It will also give you a guide to follow if you are not sure how and when to post (plus giving people a challenge!).

There are four really simple rules:

Each part is worth 4 points and all scores are out of 100

You are only trying to beat your previous score, everyone has the same goal as you

The only person you are cheating if you make up your score is yourself

If you score a perfect 100, you need to prove how you did it

It is really that simple! If you start using this, you will find that you will start to see the following benefits:

You will be increasing your digital footprint

You will be creating new and exciting content

You will be holding yourself accountable

You will have a greater understanding of what works, and what doesn't

Are you ready to begin? Let's get going!

General	Completed 4 Points each
● Plan and schedule your social media for the week	
● Create a new Blog, Vlog, or Podcast to be released that week	
● Make a plan for the week for which Twitter Hours you will be attending	
Facebook	
● Post at least once a day on your business page	
● Post a 60 second video on your business page at least twice	
● Post a link to an existing piece of content	
● Post at least twice in a group (with one not a selling question)	
● Complete a Facebook Live	
Twitter	
● Post at least twice a day	
● Like at least 10 posts and share at least 2 per day (on average)	
● Comment on 5 posts per day	
● Take part in at least one Networking Hour/Twitter Chat on Twitter	
● Check out your analytics to see what worked, and what needs tweaking.	
Instagram	
● Post at least once a day	
● Record a 3 part story for at least 3 days	

● Like at least 10 posts per day	
● Comment on 5 posts per day	
● Like and comment in at least 10 hashtags during the week	
LinkedIn	
● Post at least once a day	
● Post a video at least once	
● Publish an article at least once	
● Contact 5 people each day to say hello and start a conversation	
● Comment in at least 5 groups	
Networking	
● Follow the people you have met at Networking events and networking hours on all social media	
● Like at least 3 of the posts and comment on at least 1	
Your score last week was:	/100
Your Score this week is:	/100
Things I will focus on this week:	
1.	
2.	
3.	
4.	
5.	

Sounds good? Let's get going!

Visit the website and download the supporting documents

On the website within the Free Guides and Downloads section, you will find some supporting documents to help you with this. These include a Social Media Scorecard Tracker, The Social Media Scorecard as a PDF, this guide plus other guides and downloads to help your business.

Review your last month to give yourself a baseline!

It is always a good idea to find out what your baseline score is so you know how much you have improved. I would recommend reviewing the last four weeks to give yourself an average score. Don't worry if your score isn't very high, it's all about the improvement.

Follow us on Social Media and other people using the hashtag #socialmediascorecard and in our Facebook Group.

You can find Grow Marketing and Media on Facebook, Twitter, Instagram and YouTube. We also have a Facebook Group called Grow Community in which we will be talking about the scorecard and helping people increase their score each week!

With all of your posts, please include the hashtag #socialmediascorecard so other people taking the challenge to network with you!



Thanks for joining and let the fun begin!

Gary Jones (Grow Marketing and Media)

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**THANK YOU
FOR READING**

A thick, horizontal red brushstroke underline that spans across the width of the text above it, positioned below the words 'FOR READING'.

www.growmarketingandmedia.com