

CSE CHECKLIST – “RETAIN CUSTOMERS AND GROW YOUR BOOK OF BUSINESS”

	Identify appropriate social media tools that match business goals and client expectations.
	Designate social media experts within your firm who can create a genuine, consistent online tone-of-voice for your brand.
	<p>Develop a communication schedule. Do not allow social media content to grow stale.</p> <ul style="list-style-type: none"> • Suggested social media scheduling: <ul style="list-style-type: none"> ▪ Blog: weekly or bi-weekly ▪ Twitter: 2-3 times weekly ▪ Facebook: weekly ▪ LinkedIn: weekly • You do not have to always post original content (except on the blog). Share relevant links and industry information that site visitors would find useful.
	Maximize agency time by utilizing available technology tools. Ensure all users are adequately trained and comfortable. Communicate any changes that may result to clients ahead of the switch.
	Monitor your own brand, competitors, customers and potential customers online.
	Don't assume you have to do everything at once. Add social media tools as your resources and comfort level allows. The key is to <i>get started</i> .

