

Example of a LinkedIn / Twitter Social Media Plan for a Professional Consultant

Daily:

- **LinkedIn updates** - via company page and individual profile as appropriate –
 - Industry news / opinion
 - Links / Tips

Note: setup LinkedIn so that you can tick the box to tweet your LinkedIn status on the twitter account – when appropriate

- **Your Organisation's LinkedIn Group** – start a new discussion daily based on industry news
- **Twitter** – right after you finish on LinkedIn, dip into the twitter account
 - If anyone has **Retweeted** you (RT) – thank them
 - If anyone has **Mentioned** you (@yourname), converse with them
 - If anyone has **Direct Messaged** you (d @yourname), reply privately
 - If you happened to go to a meeting/seminar - **Tweet** about it in real time (*phone on silent!*)
 - If you are somewhere and you see something interesting, **photograph** it and upload it to Pinterest (<http://pinterest.com/>) and link to the photo via Twitter (or LinkedIn) - your smart phone should be able to do all this easily once you have it setup to do so.

Note: Try to stay positive in your tone, regardless of the message, more bees with honey!

Weekly:

- **Blog Post** - invite key organisation members to write for the blog, spread the load!
 - Set up your blog so that it feeds into your personal LinkedIn profile - invite others in the organisation to do the same
 - Set up your twitter account so that the blog feeds into it also
- **LinkedIn Answers** – answer an industry related question
- **LinkedIn Groups** – take part in a group discussion

Monthly:

- **Newsletter** giving a summary of the month's blog posts and other industry news

Note: setup a newsletter sign-up box on the home page of your website and when sending your newsletter, only use email addresses of people who have opted to receive your newsletter

- Post **LinkedIn Event** - do the organisation's members meet up or "tweet-up" regionally? Maybe this is something you want to encourage?
- **Review** an industry related book via Amazon on LinkedIn - if appropriate

All of the above tasks are *minimums*, the objective is to engage with people in order to build reputation, grow relationships, and eventually earn referrals (the ultimate goal).

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