Best Practice Checklist

Brand Building

☐ ## Protect your name

As discussed in the section "Before You Begin", one of the first things you should do is reserve your brand name on all the major social media sites. Even if you're not using social media yet, you'll want to ensure your name is available when you're ready to use it. You may want to do the same for any trademarks you have.

☐ ## Keep your branding consistent

Your company should look consistent across all your profiles to avoid confusion. The colours, fonts and photos you use should resemble your company's image.

☐ ## Continue building your community

An online presence doesn't mean much without friends, followers and connections. You need a community to build your reputation for. When you answer an inquiry, be sure to remind people to join your network to stay updated.

☐ ## Establish authority

Credibility means everything in the online world. A good way to build your reputation is by sharing your expertise with others and offering helpful advice when needed.

☐ ## Be accessible

If your online audience asks a question or shares feedback, you should be available to respond right away. In case issues arise, remember to display accurate contact details on your profile and always give an estimated time that their issue will be resolved.

☐ ## Keep users engaged

Offer valuable, interactive content such as videos and podcasts, and invite your audience to comment on them. Remember to share useful tips and information that will help your customers solve a problem, answer a question or learn more about an interesting topic.

☐ ## Actively participate in industry conversations

Rather than just pushing information out from your own blog and social networks, display your expertise in industry related blogs and forums. Becoming an active contributor to industry conversations will further build your reputation.

To learn more go to

www.emarkable.ie