



## Your Twitter Strategy Quick Check

Use this quick checklist to review if your current Twitter Strategy is working for you.

Check	Notes
Are you driving relevant traffic to your website?	
Is your follower count growing?	
Is your number of post engagements growing?	
Are the right type of people/businesses following you? Are you reaching your audience?	
Are your posts reflective of your Business and Brand?	
Are you reaching your audience?	
Are your posts being shared?	
Have you optimised your profile?	
How often are you posting? Is it enough or too much?	
Are you engaging with your followers and Influencers?	
Are you sharing others posts? (relevant to your followers) ?	



<b>Are you measuring your performance and mentions?</b>	
<b>Are you achieving your goals?</b>	
<b>Is your Twitter Strategy aligned with your Social Media and Business Strategy?</b>	

## **Your Social Media Strategy**

If your Social Media Strategy could do with a review or need to create one from scratch, come join us on our January Business Super 7, where I lead you through 7 days to creating a complete strategy that will guide you for the rest of the year.

Find out more: <http://heathervmasters.me/business-7>

