



Top 50+ Tasks Handed Off to a Social Media Virtual Assistant

Strategy

1. Developing a social media strategy designed to support your professional goals
2. Creating daily action plans and networking schedules designed to keep your networking activities in-line with your professional goals
3. Providing you with a SWOT analysis for your business (Strengths, Weaknesses, Opportunities and Threats)
4. Providing you with concise written updates on all the latest changes occurring in social media each week
5. Target market research and planning
6. Developing launch strategies for your products/services
7. Helping you develop a social media policy for your business

Set Up

1. Setting up your social networking profiles
2. Filling out your profiles – adding applications, plugins, etc
3. Connect your sites – allowing you to post in one place and have it ping out to multiple sites
4. Creating sales/squeeze/landing pages for your website
5. Creating a Facebook page or Group
6. Creating a Twitter background
7. Creating a YouTube background
8. Search out and suggest other appropriate networking sites where you can reach your target audience
9. Putting written systems into place (creating training manuals on how to utilize sites like Twitter, Facebook, LinkedIn, etc. This includes step by step instructions for daily, weekly, monthly social media tasks that have been customized for your business).
10. Setting up Google Reader (or your preferred method for receiving RSS feeds)



Maintenance

1. Adding strategic connections on each of your sites
2. Responding to friend requests
3. Strategic posting (as pre-approved by you)
4. Birthday wishes
5. Keeping track of connections – so you know when someone in your network has a birthday, launches a new product or does something special which would enable you to recognize them
6. Monitor your brand reputation via Google alerts, Twitter alerts, etc
7. Schedule blog posts and status updates
8. Submit podcasts to iTunes and other directories
9. Website maintenance
10. Training you and your in-house teams to implement your networking strategies
11. Monitoring your Google Reader (or other service) and providing you with a list of possible articles/blog posts you may want to share with your audience
12. Providing you with a weekly list of potential posts/tweets for your approval - based upon the editorial guide they've helped you create
13. Uploading YouTube videos
14. Use sites like TubeMogul to upload your videos to multiple sites
15. Creating Animoto videos

Content Creation

1. Content creation
 - a. Profile
 - b. Autoresponders
 - c. Web copy
2. Re-purposing articles for blog posts; re-purposing blog posts for tweets
3. Writing blog posts from your notes or audio files
4. Organizing guest posts for your blog
5. Ebook development
6. Helping you develop an editorial calendar for your blog/Facebook page/Twitter accounts



Sales

1. Lead generation
2. Researching potential strategic alliances
3. Connecting with current clients, identifying their needs and upselling additional products/services
4. Writing Twitter/Facebook status messages for affiliates to use to promote your products/services
5. Promoting your opt in to increase your mailing lists

Marketing/PR/Visibility

1. Syndicating your content through the use of groups, networks and bookmarking sites
2. Creating Facebook ads for your page, products/services or other offerings
3. Reaching out to media outlets online to gain radio interviews, text interviews and other forms of publicity for you
4. Promoting teleseminars/webinars to your clients/leads

Customer Service

1. Monitor search.twitter.com results, Tweetbeep.com or LinkedIn Answers for strategic conversations you can join
2. Handling your online customer service via Twitter or your Facebook page
3. Answering client/lead questions online
4. Organizing and moderating webinars/teleseminars for clients/leads

ROI

1. Create a baseline for your social media efforts
2. Create a written goals report complete with timeline for achieving your goals
3. Develop spreadsheets to track results (i.e. web traffic, comments, friends, followers, re-tweets, engagement, etc.)
4. Set up analytics for your website, blog, Facebook page, etc
5. Review analytics reports and report on what's getting you the most results and the types of results you are getting

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