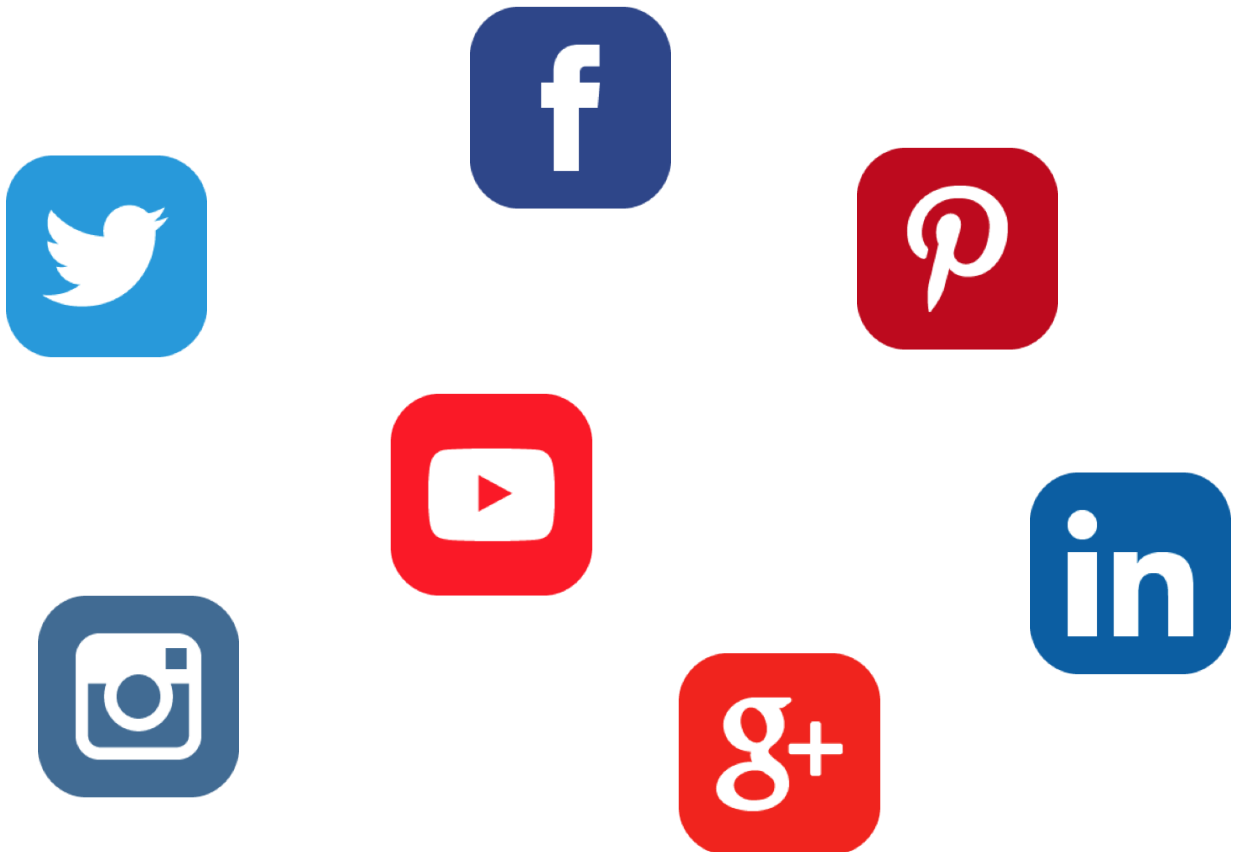


# “Social Media Checklist”

by Christina Hills

**Checklist to make sure your WordPress site  
and social media are working well together.**



# Website Transformation Workshop

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## Introduction

According to Social Media Examiner's "Social Media Marketing Industry Report 2015," 92% of the marketers interviewed said social media was important to their business. But when asked the effectiveness of their social media use, many either didn't know or didn't think it was working.

How about you?

You, as a WordPress website owner, there are many things you can do to make your site work well with various social media platforms. But it's also hard to keep up with the social media world as it seems to change all the time!

In this module, I will share some helpful information that will help you effectively use social media along with some tools that come in handy to make that happen.

(This document assumes that you have a basic understanding of WordPress)

Print out this document, and check off each item as you complete it.

Leverage the power of WordPress and social media that is already available to you.

To your success,

*Christina Hills*

Christina Hills  
Your Teacher/Mentor/Coach for WordPress  
<http://www.WebsiteTransformationWorkshop.com>



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## Social Media CHECKLIST

- Do you have these social media accounts?
  - Facebook: \_\_\_\_\_
  - Twitter: \_\_\_\_\_
  - LinkedIn: \_\_\_\_\_
  - Pinterest: \_\_\_\_\_
  - YouTube: \_\_\_\_\_
  - Google+: \_\_\_\_\_
  - Instagram: \_\_\_\_\_
  - Other: \_\_\_\_\_

- Do you have social media "share" buttons on your website?
- Do you have social media "follow me" buttons/links on your website?
- What is the social media platform(s) you mainly focus on?
  - \_\_\_\_\_
  - \_\_\_\_\_

- The optimal day/time to post to social media for my target market is:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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- If I run a private membership site it **does not** have any social media sharing tools (if applicable)
- All of my thank you/download pages **do not show** any social media sharing buttons
- I always make sure to **add a featured image** to any blog post or page in WordPress

Use the checklist space below for any additional things you need for your sites:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

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## Special Section for Sharing on Facebook

### Facebook Debugger

Normally, when you post a link to your blog post on Facebook, you'll see a thumbnail image for that blog post show up automatically with it. But sometimes, it pulls in a wrong image or even no image at all.

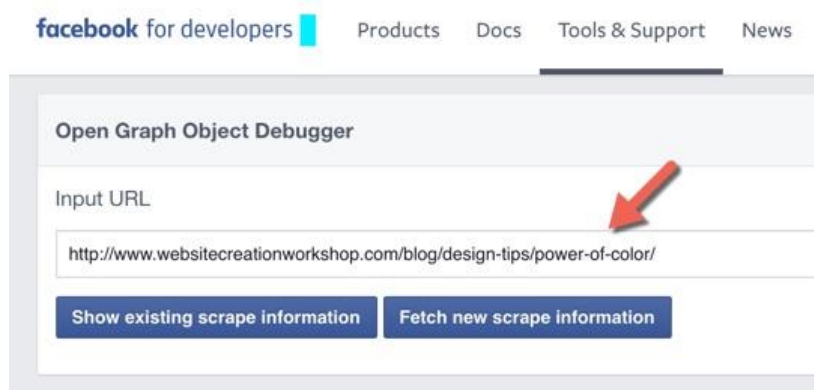
There are a few possible reasons for something like that happening:

1. You did not specify the featured image for the page or post you are sharing. That's the image Facebook normally uses when you post a link.
2. Facebook is pulling in cached information, not reflecting the current information of your blog post, including the image.
3. You didn't set the image for the main domain name (your whole site)

To fix the #1 above, check to see if the **featured image is correctly set** for that particular post.

In the case of #2, we need to tell Facebook that they need to come visit the post to get the up-to-date image. Facebook provides a tool called "**Debugger**" to do this.


- 1) Go to <https://developers.facebook.com/tools/debug/og/object/>
- 2) Enter the URL of the post/page you'd like Facebook to show the correct image for, then hit "Fetch new scrape information"



- 3) In the next page, you will see the data Facebook fetched from the URL you entered along with how a Facebook post will appear when the link to that URL gets posted.


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Based on the raw tags, we constructed the following Open Graph properties

og:url	http://www.websitecreationworkshop.com/blog/design-tips/power-of-color/
og:type	website
og:title	Do You Know the Psychology of Color on Your Website? - Website Creation Workshop
og:image	
og:description	Christina Hills talks about emotional effect the psychology of color might have on your website and shares a useful infographic on colors and marketing.
og:updated_time	1458618820

When shared, this is what will be included

Based on included and inferred properties, the below preview is what users will see when they share this URL.



Do You Know the Psychology of Color on Your Website? - Website Creation Workshop

Christina Hills talks about emotional effect the psychology of color might have on your website and shares a useful infographic on colors and marketing.

WEBSITECREATIONWORKSHOP.COM

See this in the share dialog.

In the case of #3, we need to tell Facebook which image to use. Your theme may have a specific way to do this, so check with them first. Otherwise, use a plugin like Yoast SEO to set your image.

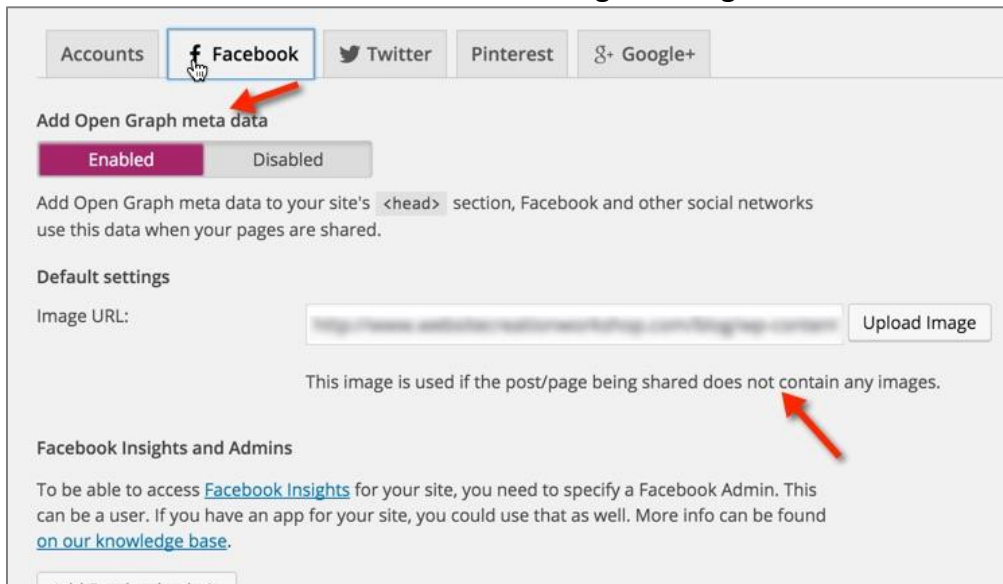
## Yoast SEO Plugin to Add Open Graph Meta Tags

Facebook (and other social media) uses something called "Open Graph" to get data like what you see above. Open Graph is various meta tags added to your website, enhancing the way website URLs get displayed in social media posts.

There are several ways to add Open Graph to your website. A very popular Search Engine Optimization plugin Yoast SEO comes with "Social" module that makes adding Open Graph very easy. It also lets you specify the image to be used when sharing a page/post that does not contain any image. See the Yoast SEO plugin here: <https://wordpress.org/plugins/wordpress-seo/>

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## Inside the Yoast SEO Plugin Settings



You can learn more about the **Yoast SEO plugin** here: <https://wordpress.org/plugins/wordpress-seo/>

Here are a couple of other plugins you might try:

**Facebook Open Graph, Google+ and Twitter Card Tags**

<https://wordpress.org/plugins/wonderm00ns-simple-facebook-open-graph-tags/>

**WP Facebook Open Graph protocol**

<https://wordpress.org/plugins/wp-facebook-open-graph-protocol/>

**However, the Yoast SEO Plugin is the Best!**

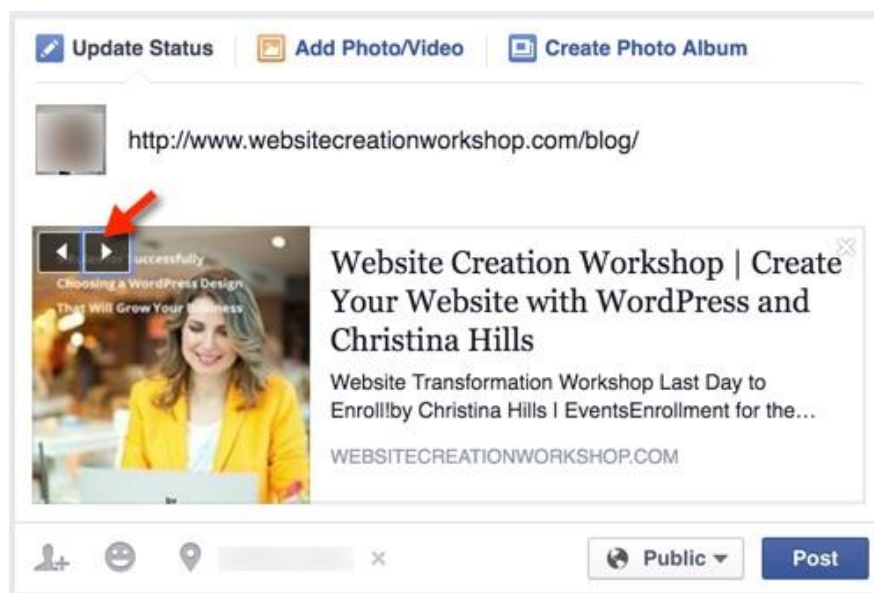


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## Changing Thumbnail Images When Posting to Facebook

When posting a link to Facebook, especially when you are posting a page (ie. Instead of a post with a featured image), Facebook may pull in any of the images that are on that page.

When that happens, simply click on the arrows shown below to go through the thumbnail options that Facebook provides, and choose the image that goes along with the message you are posting.



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## Resources

Social Media Plugins for WordPress:

Monarch

<http://ChristinasResources.com/monarch>



Free social media plugins

<https://wordpress.org/plugins/search.php?q=social+media>

Popular Social Media News Sites:

Social Media Examiner

<http://www.socialmediaexaminer.com>



Mashable

<http://mashable.com/social-media>



Social Media Now

<http://www.socialmediatoday.com>



Social Media Statistics

[http://www.pewinternet.org/files/2015/01/PI\\_SocialMediaUpdate20144.pdf](http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf)

<http://coschedule.com/blog/best-times-to-post-on-social-media>

<http://www.fanpagekarma.com> (another stats service)

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## QUICKSPROUT

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REFERENCES

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**marketingprofs.com** // bit.ly/1GFLlFP

**socialmediatoday.com** // bit.ly/1DyGOj3

**business.linkedin.com** // linkd.in/16nphfb

**blog.bufferapp.com** // bit.ly/13566Et

**blog.kissmetrics.com** // bit.ly/1xjhzxY

**blog.bufferapp.com** // bit.ly/16nppeu

**mashable.com** // on.mash.to/1wxOYSo

**danzarella.com** // bit.ly/16npuij

**blog.bufferapp.com** // bit.ly/1356xPj

**addthis.com** // bit.ly/11mG4vy

**blog.bufferapp.com** // bit.ly/1uKLWqY

### **Sprout Social**

<http://sproutsocial.com/insights/new-social-media-demographics/>