

DATE RANGE: [DATE]

Social Media Business Expert Program – STATUS LOG

[CLIENT with COMPANY]


Updated: October 30, 2010

Initial Setup		
Project Service	Status / Notes	Date Completed
Overview of your business, management, products & services and unique value to the marketplace		
Diagnostic of your current Social Media situation		
LinkedIn Account Setup or Optimized		
Ning Account Setup or Optimized		
Facebook Account Setup or Optimized		
Twitter Account Setup or Optimized		
Plaxo Account Setup or Optimized		
MerchantCircle Account Setup or Optimized		
LinkedIn Group Created / Maintained		
Facebook Group Created / Maintained		
Facebook Business (Like) Page Created / Maintained		


Applications and Integration Within the First 60 Days		
Application / Integration	YES or NO	Notes / Comments
Social Media links in email signature		
Social Media links prominent on website		
Twitter linked to LinkedIn, Facebook and Plaxo		
Facebook linked to Plaxo		


Facebook linked to MerchantCircle		
TweetLater app utilized		
TweepML Lists joined		
WeFollow joined		

Optional Applications and Integration		
Application / Integration	YES or NO	Notes / Comments
Facebook Business Page Custom URL created http://www.facebook.com/username		
LinkedIn WordPress or Blog Link app utilized		
LinkedIn Company Buzz app utilized		
LinkedIn SlideShare app utilized		
Facebook Blog app utilized http://www.facebook.com/apps/application.php?id=9953271133&ref=s		
Facebook RSS Connect utilized http://www.facebook.com/apps/application.php?id=23798139265&ref=s		
Facebook Testimonials app utilized http://www.facebook.com/applications/Testimonials/2588290420		
Facebook My LinkedIn Profile app utilized http://www.facebook.com/applications/My_LinkedIn_Profile/6394109615		
Facebook SlideShare app utilized http://www.facebook.com/applications/SlideShare/2490221586		
Twitter for WordPress app utilized http://alexking.org/projects/wordpress		


Reoccurring Monthly		
		
Total Contacts Initially:	Total Contacts NOW:	
Project Service	Requests Sent - Group	Date Completed
30 Connection Requests to Strategic Contacts		


Project Service	Group	Date Completed
Groups Joined (as Needed)		
Project Service	Group Name and Post	Date Completed
2 Discussion Forum Posts to Partner Groups		
Project Service	Group Name and Post	Date Completed
2 Blog Posts to Partner Groups		


 DIRECT LINK:		
Total Contacts Initially:		Total Contacts NOW:
Total Group Members Initially:		Total Group Members NOW:
Project Service		Date Completed
50 Invites Sent to Partner Group Members to Join Your Network		
Project Service		Date Completed
50 Group Invites Sent to Network		
Project Service	Description and Link	Date Completed
2 Group Link Posts		
Project Service	Discussion Post	Date Completed
2 Group Discussion Posts		
Project Service	Event Details	Date Completed
Create, Post and Distribute 1 Strategic Event		
Project Service	Poll Name, Question or Message	Date Completed
1 'Poll' or 'Answers' Question Sent to Network or Message Sent to Group Members		
Project Service	Description and Link	Date Completed
2 Link Posts to 50 Partner Groups		
Project Service	Discussion Post	Date Completed
2 Discussion Posts to 50 Partner Groups		
Notes		Date Completed

 DIRECT LINK:	
Total Friends Initially:	Total Friends NOW:
Total Group Members Initially:	Total Group Members NOW:

Total Likes Initially:		Total Likes NOW:	
Project Service	Message	Date Completed	
1 Message Sent to Group Members			
Project Service	Discussion Topic	Date Completed	
2 Group Discussion Board Topics			
Project Service	Wall Post	Date Completed	
2 Group Wall Posts			
Project Service	Event Details	Date Completed	
Create, Post and Distribute 1 Strategic Event			
Project Service	Discussion Topic	Date Completed	
2 Discussion Board Topics to 20 Partner Groups			
Project Service	Wall Post	Date Completed	
2 Wall Posts to 20 Partner Groups			
Project Service	Discussion Topic	Date Completed	
2 Discussion Board Topics to Business (Like) Page			
Project Service	Wall Post	Date Completed	
2 Wall Posts to Business (Like) Page			
Notes		Date Completed	

 DIRECT LINK:	
Total Followers Initially:	Total Followers NOW:
15+ 'Tweets' (Micro Blogs)	Link to View Total:
Notes:	

 DIRECT LINK:	
Total Contacts Initially:	Total Contacts NOW:
15+ Strategic Updates	Link to View Total:

 DIRECT LINK:	
Total Contacts Initially:	Total Contacts NOW:

Project Service		Date Completed
Introduction Requests to 40 Potential Strategic Partners or Clients		
Project Service	Coupon Title and Offer	Date Completed
2 Forum Discussion Posts		
Project Service		Date Completed
2 Blog Posts		
Project Service	Sale Title and Offer	Date Completed
1 Promotion / Sale Announcement Created and Sent to Network		
Notes		Date Completed