

**DATE RANGE: [DATE]**

**Social Media Marketer Program – STATUS LOG**  
[CLIENT with COMPANY]

Updated: October 30, 2010

<b>Initial Setup</b>		
<b>Project Service</b>	<b>Status / Notes</b>	<b>Date Completed</b>
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		
Facebook Account Setup or Optimized		
Twitter Account Setup or Optimized		
Plaxo Account Setup or Optimized		
LinkedIn Group Created / Maintained		
Facebook Group Created / Maintained		

<b>Applications and Integration Within the First 60 Days</b>		
<b>Application / Integration</b>	<b>YES or NO</b>	<b>Notes / Comments</b>
Social Media links in email signature		
Social Media links prominent on website		
Twitter linked to LinkedIn, Facebook and Plaxo		
Facebook linked to Plaxo		
TweetLater app utilized		
TweepML Lists joined		
WeFollow joined		

**Optional Applications and Integration**

Application / Integration	YES or NO	Notes / Comments
LinkedIn WordPress or Blog Link app utilized		
LinkedIn Company Buzz app utilized		
LinkedIn SlideShare app utilized		
Facebook Blog app utilized <a href="http://www.facebook.com/apps/application.php?id=9953271133&amp;ref=s">http://www.facebook.com/apps/application.php?id=9953271133&amp;ref=s</a>		
Facebook RSS Connect utilized <a href="http://www.facebook.com/apps/application.php?id=23798139265&amp;ref=s">http://www.facebook.com/apps/application.php?id=23798139265&amp;ref=s</a>		
Facebook Testimonials app utilized <a href="http://www.facebook.com/applications/Testimonials/2588290420">http://www.facebook.com/applications/Testimonials/2588290420</a>		
Facebook My LinkedIn Profile app utilized <a href="http://www.facebook.com/applications/My_LinkedIn_Profile/6394109615">http://www.facebook.com/applications/My_LinkedIn_Profile/6394109615</a>		
Facebook SlideShare app utilized <a href="http://www.facebook.com/applications/SlideShare/2490221586">http://www.facebook.com/applications/SlideShare/2490221586</a>		
Twitter for WordPress app utilized <a href="http://alexking.org/projects/wordpress">http://alexking.org/projects/wordpress</a>		



DIRECT LINK:

Total Contacts Initially:


Total Contacts NOW:


Total Group Members Initially:


Total Group Members NOW:

Project Service	Description and Link	Date Completed
Up to 25 Invites Sent to Partner Group Members to Join Your Network		
Up to 15 Group Invites Sent to Network		
1 Group Link Post		
1 Group Discussion Post		
1 Link Post to 15 Partner Groups		

Project Service	Discussion Post	Date Completed
1 Discussion Post to 15 Partner Groups		
Notes		Date Completed

 <b>DIRECT LINK:</b>		
<b>Total Friends Initially:</b>		<b>Total Friends NOW:</b>
<b>Total Group Members Initially:</b>		<b>Total Group Members NOW:</b>
Project Service	Discussion Post	Date Completed
1 Group Discussion Board Topic		
Project Service	Wall Post	Date Completed
1 Group Wall Post		
Project Service	Discussion Post	Date Completed
1 Discussion Board Topic to 10 Partner Groups		
Project Service	Wall Post	Date Completed
1 Wall Post to 10 Partner Groups		
Notes		Date Completed

 <b>DIRECT LINK:</b>	
<b>Total Followers Initially:</b>	<b>Total Followers NOW:</b>
<b>8 'Tweets' (Micro Blogs)</b>	<b>Link to View Total:</b>
Notes:	

 <b>DIRECT LINK:</b>	
<b>Total Contacts Initially:</b>	<b>Total Contacts NOW:</b>
<b>8 Stats Updates</b>	<b>Link to View Total:</b>